RETAIL ● DISTRIBUTION ● ONLINE ● RECRUITMENT ● MARKETING Friday February 2 2001 £2.50

MCV The Market for Home Computing & Video Games

www.mcvuk.com Issue 121

Chris Deering reveals Euro PS2 sales to date of over 800,000

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Ashley Hall takes his Warthog onto the Stock Exchange

Page 3

Clare Mercer adds further strength to new Capcom team

Page 21

MOBILE GAMING

So what are Motorola, Orange, Ericsson and Nokia really up to?

Pages 16-18

Nintendo blasts back

Greater retail support ● No RRPs ● Invoicing in Euros ● Open distribution ● No returns ● Huge forecasts ● No dealer too small

by Lisa Foster

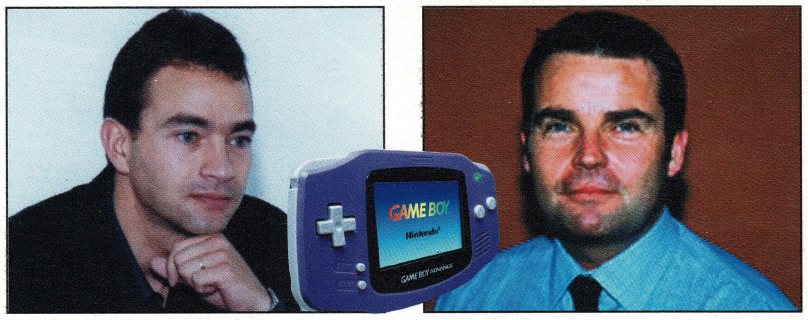
NINTENDO UK outlined its plans to retail this week, including an unprecedented promise to sell direct to retailers of all sizes - as long as they can buy in Euros.

This is just part of new trading terms being introduced with the arrival of the new operation.

General manager Andy Williams revealed that the minimum order for stores buying direct is just E350.

He also pledged that Nintendo will do everything it can to create a new 'open' relationship with all parts of the retail trade

"We are a new team," he offered. "We have taken people from THE Games and we want to carry on the excellent work that's been done over the past few years with the UK Nintendo business. But we also want to move on further."



DAVID GOSEN (left) and new UK general manager Andy Williams have signalled a new era for Nintendo in the UK

New Trading Terms

Distribution will be direct from Nintendo's European HQ, with Williams promising increased product availability.

"We will focus on those lines that retailers want to stock and that consumers want to buy," he added. "It is absolutely criminal if we can't get stock to retailers of products that there is a demand for."

Nintendo UK will invoice in Euros from March 1st and there will be no returns policy. At the same time, there will be no RRPs on products; instead a standard list pricing policy will be adopted.

"We can't be responsible for what retailers do on price," said Gosen. "But there has sometimes been self-destructive behaviour on the UK High Street where retailers have discounted products heavily. By not setting RRPs, we are giving the responsibility back to the retailers."

The decision to opt for open distribution is also a turnabout for the games giant. "It means that any retailer can buy Nintendo products from wherever he wants. If he wants to buy directly from us - and that means buying in Euros and a minimum order of E350 - then he's very welcome. If not, he can buy from a range of distributors and wholesalers," said Gosen.

NINTENDO'S FORECASTS 2001

Unit sales for UK, Calendar year ending December 31st

Game Boy Colour
Hardware: 450,000 Software: 2,175,000

Game Boy Advance
Hardware: 250,000 Software: 900,000

Nintendo 64
Hardware: 25,000 Software: 216,000

EA targets new talent

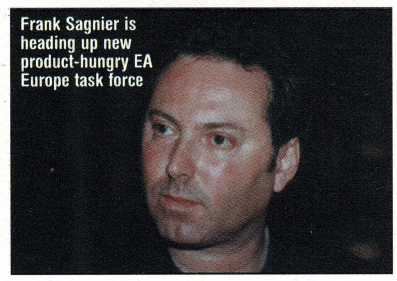
New division will search Europe for new co-publishing deals

by Dave Roberts

ELECTRONIC ARTS has set up a new division aimed at focusing on co-publishing deals and which it hopes will act as a magnet for emerging talent across Europe.

Electronic Arts Distribution will switch emphasis away from low margin deals and towards fully-fledged co- publishing agreements. The team is headed up by one of EA Europe's leading marketeers in Frank Sagnier, plus Bernadette Abbot and Claudine Joris.

It inherits deals with LucasArts, NovaLogic, Delphine and Monte Cristo, amongst others.



Frank Sagnier is heading up new product-hungry EA Europe task force

It has also just signed Simpsons Wrestling on PSX from Fox and the rights to hotly-tipped Battlefield 1942 (PC) have been secured with Swedish team Digital Illusion.

Further news, including a long-term tie-up with a major global player, is expected shortly.

VUP ends Havas era

Global games giant switches to Vivendi Universal Publishing

by Stuart Dinsey

THE THREE-WAY mega merger between Vivendi, Seagram and Canal Plus has resulted in another new name for Havas Interactive.

MCV understands that the firm is becoming Vivendi Universal Publishing. This will be its *sixth* name in under four years, having switched from Sierra to Coktel, CUC, Cendant, and then Havas.

Havas was the name used for the publishing side of the French media giant Vivendi, but Vivendi merged with Seagram (Universal) and Canal Plus at the turn of the year to create Vivendi Universal.

This is being split into five major divisions - VUP (games), Universal Imagery (movies and TV), Vizzavi (a joint venture with Vodafone), Universal Music (the biggest music publisher in the world) and Vivendi Environment (utilities).

Whatever its name, the games arm of Vivendi Universal is set for a stellar year this year thanks to its most powerful product line-up to date, with console SKUs including blockbuster Half-Life on PS2.

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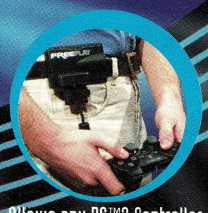
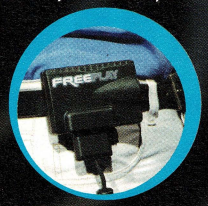
FREEPLAY

For Use With PS2™



Allows any PS™2 Controller to be operated via infra-red



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PRODUCT NAME: Freeplay	AVAILABLE: Feb 2001	BARCODE: 7194801678438
FORMAT: Playstation 2	SRP: £ 29.99	GENRE: Wireless controler adapter

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Further growth for PlayStation

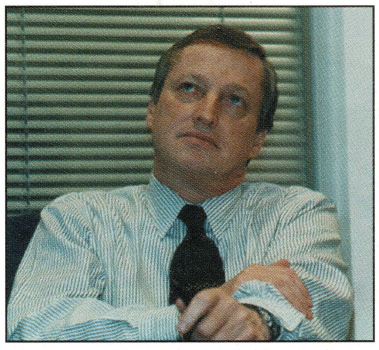
Sony reports sales of 812,000 PS2s in PAL markets, while original PlayStation breaks 30m mark

by Lisa Foster

SONY has revealed that PS2 has notched up some 812,000 sales across PAL territories, while cumulative sales of the original PlayStation console have now surpassed 30 million units.

From November 24th to December 31st, the new console achieved sales of 172,000 units in the UK, 153,000 in France, 124,000 in Germany, 65,000 in Italy, 64,000 in Spain and 57,000 in Australia and New Zealand.

"Prior to December 31st 2000, Japan produced a million PAL PlayStation 2 systems, of which 812,000 reached the stores of the PAL markets and sold through," said SCEE president Chris Deering. "Even though we know trade and consumer demand outstripped supply, these sales set new records in all markets for the introduction of this system.

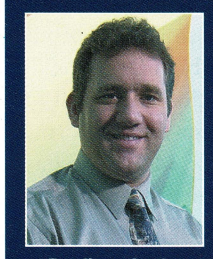


DEERING: "These sales set new records for PS2"

Total sales to date of the original PlayStation console have now topped 30 million across Europe, Middle East and Australasia, with over two million of these being the new style PSOne machines.

Meanwhile, communications giant NTT DoCoMo and its six overseas partners have confirmed the deal with Sony to jointly develop technology and services that link mobile phones to the PlayStation 2. The agreement involves DoCoMo in Japan, AT&T Wireless in the US, KPN Mobile, Telecom Italia Mobile and Hutchison 3G in Europe, Hutchison Telephone in Hong Kong and KG Telecom in Taiwan.

Hog AIMs for top



AMBITIOUS Warthog could be looking at acquisitions following its successful fund raising of £5m and admission to AIM this week.

Dealings in the company started on February 1st. Warthog was valued at £18m after it raised some £5m via the placing of 11,627,907 shares at 43 pence per Ordinary Share. The placing was 20 per cent oversubscribed.

Warthog MD, Ashley Hall *(above)*, hinted to MCV the firm may now start looking at "one or two acquisitions". It will also use the funds to expand its workforce, technology infrastructure and finance its entry into the mobile and digital/web TV markets.

"We are delighted to have achieved a successful flotation and to have raised the funds required," Hall said.

Brown heads Down Under

THQ'S group marketing director Colin Brown is set to leave his post at the enterprising company next month.

Brown is heading to Australia with his family to travel for at least four months and currently has no firm employment plans.

Meanwhile, THQ has strengthened its European product development sector with the appointment of Grant Dean as director. His responsibilities will include building a production staff for THQ Europe to handle all European specific products. This includes product procurement throughout Europe, while he will also be helping the US office to manage European-based development companies that are working on worldwide titles.

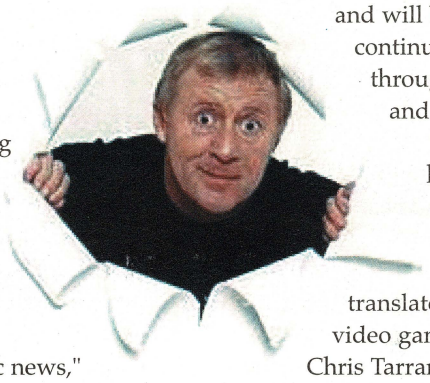
BROWN: Leaving THQ for a new life in Australia

Prior to joining THQ, Dean was executive producer for Eidos Interactive. "This is an exciting time for me to be joining THQ and I look forward to taking the product development aspect to the next level," he commented.

Eidos breaks Million mark

EIDOS INTERACTIVE has announced that its Who Wants to be a Millionaire game has sold over one million copies in the UK, which makes it the fastest selling game ever.

The Hothouse-developed title was released back in September of last year, becoming the best-selling game of 2000 and has held the All Formats number one slot since Christmas.



"This is fantastic news," said Jonathan Kemp, Eidos' European managing director. "Having shipped in one million units up to Christmas it is great to see that only a few weeks later we have actually sold through that number. I would like to thank everyone who has contributed to the phenomenal success of Who Wants to be a Millionaire and will be aiming to continue this success throughout Europe and Australia."

"I'm thrilled how the success of the TV show has been translated into a video game," added Chris Tarrant, the TV host of the programme.

"It's great to know the Who Wants to be a Millionaire game is a hit in so many British homes."

Take 2 swoops for NEO Pirates game

TAKE 2 Interactive has acquired NEO Software from Gameplay in a move to snap up the rights to its hotly-tipped Pirates Internet game.

The deal, which was for £500,000, will see Take 2 grant Gameplay the exclusive rights to operate Pirates in Europe, with a 50/50 profit sharing arrangement on the subscription element.

Gameplay originally acquired NEO in February 2000 as one of five businesses disposed of by Computec Media.

"This deal means that Pirates, will benefit from the extensive skills of Take 2," commented Gameplay CEO Mark Bernstein.

Pre-Orders

Week ending January 26th

MCV provides a new weekly listing of the top games titles being pre-ordered via online retailer Software First....

PC

Grim Fandango

2. Simon The Sorceror 3D
3. Curse of Monkey Isd.
4. GP3 Season '99
5. Silent Hunter 2

Dreamcast

Half Life

2. Phantasy Star Online
3. Grandia 2
4. Prima Half Life Guide
5. Soldier of Fortune

Nintendo 64

Excitebike 64

2. Starcraft
3. Banjo Tooie
4. Pokemon Puzzle Cha.
5. Harvest Moon

Game Boy Colour

Harvest Moon 2

2. Scooby Creepy Capers
3. WWF No Mercy
4. Lemmings
5. FIFA 2001

The charts are compiled based on firm customer pre-orders. Where back-catalogue titles are listed, this signifies a product is due to be re-released. For further information call Software First on 01268 531222.

Share Prices

Durlacher
RESEARCHING THE FUTURE INVESTING TODAY

US	Price 19/1/2001 $	One week % change %
3Dfx	0.438	16.80%
3DO	2.781	7.21%
Acclaim	1.219	18.23%
Activision	18.313	2.09%
Brilliant Digital	1.438	-23.31%
Creative Technology	12.563	12.93%
eGames	0.313	11.39%
Eidos	4	0.00%
Electronic Arts	41.5	14.48%
Electronics Boutique	19.375	9.93%
Hasbro	12.438	-1.48%
HearMe.com	1.25	-4.80%
Infogrames	9.375	11.94%
Intel	33.563	4.48%
Intergraph	7.5	7.14%
Interplay	2.75	20.56%
Mattel	15.39	2.87%
Microsoft	61	14.02%
Midway	7.69	2.40%
Recoton	10.188	1.24%
Silicon Graphics	3.938	-7.34%
SonicBlue	8.063	0.00%
Take-Two	12.5	5.26%
THQ	27.438	5.53%
Toys R Us	23.313	-4.36%
Walt Disney	32.688	3.56%

UK	£	%
Argonaut Games	0.6	-0.83%
Electronics Boutique	0.655	-3.68%
Eidos	2.835	5.00%
Empire Interactive	0.685	-1.44%
Future Net	1.05	-9.87%
Gameplay.com	1.24	-1.98%
Online	1.425	2.52%
Pure Entertainment	0.27	-1.82%
Rage	0.12	6.19%
SCi	1.74	-41.51%

France	Euro	%
Bigben Interactive	30.4	-3.49%
Cryo	15.8	4.02%
Infogrames	21.4	8.63%
Kalisto	16.09	3.81%
Titus	15.49	34.70%
Ubi Soft	43.5	12.99%

www.durlacher.com

Comment

Nintendo loves retail

A MORE open relationship with retailers. New trading terms that lift some of the heavy restrictions placed on the trade in the past. The opportunity for stores to buy product from whatever (legitimate) source they wish. Who would have thought that we would ever be talking about Nintendo in these terms?

But the new UK team headed up by general manager Andy Williams has this week outlined these very promises to some of its key accounts.

The very fact that Nintendo has carried out these briefings with the trade surely signifies its intentions at least going forward. Both Williams and NoE's managing director of sales and marketing David Gosen are determined to prove to retailers that they want to work *with* retail and to *listen* to retail.

As a direct Nintendo subsidiary, rather than a third party distributor, they are confident that they can achieve these objectives. At the same time, with the UK office being staffed mainly by former THE Games personnel, the team can build on the experience gained by the distributor over the past five years.

The unprecedented move to allow any retailer to order stock direct may raise a few eyebrows, but the New Nintendo seems determined to allow the trade to buy products freely. The necessary credit checks will have to be made, but if a store can buy in Euros, they can buy from Nintendo from March 1st. Even the minimum order of E350 (£222) is a sensible figure, opening up this opportunity to smaller chains as well as the larger national multiple outlets.

Meanwhile, smaller businesses will be able to buy Nintendo products from a range of distributors and wholesalers. But this does mean that Nintendo will need to keep a close watch on orders and retail demand to avoid over-stocks and subsequent schlocking of product on the High Street.

It's good to see that Nintendo has also opted not to simply throw cash on huge TV advertising campaigns, but is looking more broadly at promoting Nintendo, its products and its brands.

Overseen by former BSkyB marketing guru David Gosen from Frankfurt, the firm will be placing much emphasis on trade marketing. In the UK, trade marketing manager Andy Yates will be offering significant support to those retailers which in turn support Nintendo.

It remains to be seen how well Nintendo UK achieves these objectives going forward and, indeed, how 'open' it is in the supplier/trade partnership. But a closer relationship with Nintendo, thanks to its dedicated UK office, can only be a good thing for retailers, publishers and the press.

Lisa Foster
Lisa.Foster@mcvuk.com

New Sega strategy unveiled

Pace deal confirmed ● First titles for PS2 and GBA announced ● Dreamcast price to drop to $99?

by Samantha Loveday

IN A busy week for Sega, the firm has confirmed it is to licence its Dreamcast technology to Pace, whilst admitting it will publish on other formats, including Palm PCs and mobile phones. And further rumours on pricing have also emerged.

The announcement of the Pace deal saw Sega's share price climb nearly 49 per cent over a three day period. The Pace set-top box will be unveiled to the public at a series of roadshows at the end of this month.

SONIC AND ULALA: GBA and PS2 bound

The first games to appear on other consoles will be Space Channel 5 on PS2 and Sonic the Hedgehog Advance for GBA. The firm is planning to ship over 100 games for Dreamcast, 30 for other consoles and several for Internet devices by March 2002.

Japanese telecomms giant Docomo will use the Sonic Cafe network service. A site has been created for I-Mode correspondence, which enables Japanese gamers to play four games for 300 yen a month for a limited period.

Meanwhile, further rumours about the Dreamcast console emerged this week, including speculation that the console would soon drop to $99 in the US.

Pinnacle bolsters team

PINNACLE Software has strengthened its sales and marketing team as it looks to offer new opportunities to its retail partners.

Andrew Gooch joins the firm as national account manager, taking responsibility for managing sales to Dixons Group, Entertainment UK, Asda and WH Smiths. Michael Butler has been promoted from the Pinnacle sales team to replace Jamie Nason as key accounts manager, who has left the firm to join Ubi Soft in a similar role.

In addition, Natalie Williams has filled the new position of trade marketing manager. The newly created role will handle both the new Launch magazine for retail and a number of initiatives which are set to be introduced in 2001.

Other new recruits to Pinnacle Software include Anita Pilkington as PA to managing director Peter Sleeman and Alan King, who takes on the role of group operations director.

Take 2 campaigns for Oni

TAKE 2 Interactive is putting its full weight behind the launch of its biggest PlayStation 2 title to date, Oni and is already laying plans for other high-profile launches this quarter.

The Manga-style action game is released on February 23rd and Take 2 is embarking upon a high profile marketing campaign that encompasses lifestyle and specialist press as well as Internet coverage. A merchandising blitz, targeting both High Street multiple and independent outlets, will provide them with T-shirts and posters.

According to international PR manager Amy Curtin, Take 2 is committed to raising Oni's profile. "This is the first big title of the year for PlayStation 2, not just for Take 2 but also for the PS2 format itself," Curtin told MCV. "We have demonstrated the game across the UK and the response has been really positive. We are very optimistic of the game's success."

The firm has also outlined its hopes for other titles expected in the first quarter.

Take 2 also has high expectations for Duke Nukem Land of the Babes on PSOne and Serious Sam and Tropico on PC.

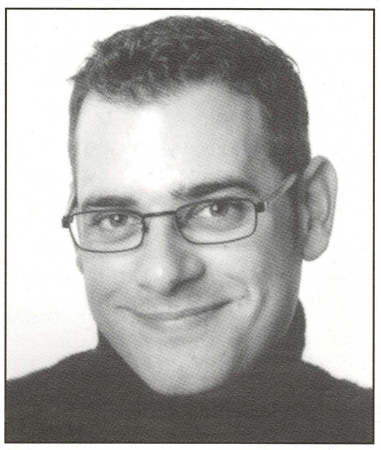
Games firms losing £363,000

GAMES publishers could be missing out on up to £363,000 of revenue, according to next -gen search engine firm WebTop.

WebTop has developed a new search system that has indexed the entire Internet into a series of zones that contain the newest and most detailed web pages pertinent to the search subject.

The software is downloaded as a desktop program that can be skinned with any company's corporate identity or brand. According to the company, games firms with websites are ideally placed to generate extra revenue from licensing the technology from WebTop.

"We are interested in the games market because although firms spend time and effort promoting a title pre-launch, post-launch support is often disregarded," WebTop's business director Edward Kerr explained to MCV.



KERR: Actively targeting the games market

"We can provide a games firm and its fans with websites that feature communities, information and support to games as well as related advertising and branding."

Key talent for Milia

MILIA organiser Reed Midem has confirmed the list of keynote speakers for the Think Tank summit at this year's event.

President and COO of Electronic Arts John Riccitiello, Andreas Schmidt, president and CEO of Bertelsmann E-commerce Group and Jean Marie Messier, chairman and CEO of Vivendi Universal have all been confirmed for the event. Other speakers include John Kao, founder and CEO of The Idea Factory, Joel Maske, chairman, president and CEO of iSindicate and Mary Modahl, VP of Forrester Research.

Over 2,000 delegates will be joined by 100 speakers in over 20 sessions. Think Tank takes place on February 10th and 11th.

More dotcom gloom

Online PC database company seeks a buyer as funds dry up

by Matt Camp

LACK of funding has meant that yet another dotcom company is shutting shop with the owners of iwantanewpc.com putting the e-commerce firm and its component parts up for sale.

The website provides users with a cross-reference search engine to over 2,800 retailers who provide PCs, consoles, software and peripherals. And whilst 14,000 registered users regularly use the service, the owners are no longer able to maintain the business.

"The most depressing thing about selling the business is that it works perfectly- we just can't source any more funding to help the firm progress," director Tony Hurd told MCV. "It is just simply impossible to personally maintain the firm now, so reluctantly we are offering iwantanewpc.com as either a complete business or break it up into its components."

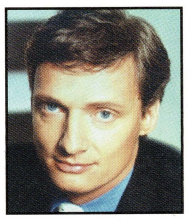
Popular PC website needs a new owner

Interested parties should contact Tony Hurd on 0870 740 660.

All change at EA's European offices

EA has named Stefan Lampinen as managing director of its German office, following the promotion of Gerhard Florin to head up all European territories.

Formerly boss of EA Germany, Florin (*below*) was given the new role at EA Europe's HQ last year as part of a restructure which saw David Gardner increase his role to cover EA.com. Stefan Lampinen has been based at EA's Chertsey HQ as VP of Euro sales. Switching to EA Germany, Lampinen will be replaced at EA's European head office by Jorg Trouvain, the former sales director at EA Germany.



Software First rolls out help facility

SOFTWARE FIRST has launched a real time online help facility for its customers. A first for a games e-tailer, the help service has been designed to guide users through problems such as slipping release dates and changing product specs, while advice is given on the best games. A dedicated sales team is also online between 9am and 7pm to answer product-related questions.

"The SoftwareFirst real-time helper is a text-based facility, which is perfect for online shoppers because they're used to texting in chat rooms," offered MD William Flatau. "We've found the service is popular both with new and experienced online shoppers. E-commerce can still be a bit of a minefield for new users who might need assistance navigating the site, or help finding specific pages. The live online helper means they have someone to talk to there and then."

Empire builds on console

EMPIRE is further expanding its product portfolio, having this week announced its first titles for both the PlayStation 2 and Dreamcast platforms.

The firm's first PlayStation 2 game will be the platform puzzler Kuri Kuri Mix. Features will include over 50 levels, two and four player modes, two main characters with eight others hidden and 10 different worlds.

Meanwhile, the City-listed publisher's first foray into the Dreamcast marketplace will be on March 30th with the release of Pro Pinball Trilogy.

The title includes three of what Empire considers the best pinball tables in one game - Pro Pinball Big Race USA, Pro Pinball Fantastic Journey and Pro Pinball Timeshock.

Pro Pinball title heading for Dreamcast format

"Growing our business means new customers, new platforms and exciting new games," commented Empire Interactive's general manager Paul Moodie on the new announcement.

"There is certainly demand for classic games like Empire Pinball on Dreamcast, and our early entry on the PlayStation 2 format with such a unique game as Kuri Kuri shows how we intend to take our business forward."

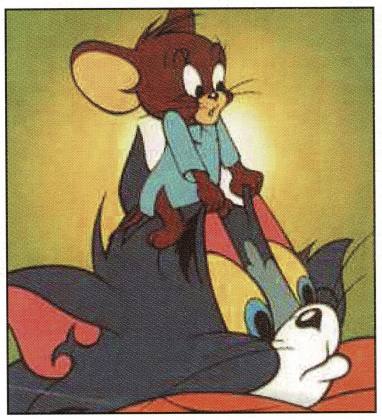
More signings for Ubi Soft

UBI SOFT has picked MJ Media to handle its media planning and buying, whilst extending its licensing deal with NewKidCo.

The youth and entertainment media specialist will handle an advertising expenditure that is expected to exceed £2 million.

"We picked MJ Media because of their all round expertise in the youth and entertainment markets and their ability to produce innovative, non-traditional media solutions," said Richard Barclay, Ubi Soft's marketing director.

Meanwhile, Ubi Soft has strengthened its existing partnership with NewKidCo , with the firm picking up the rights to a forthcoming ET line of products and new Tom and Jerry titles, as part of a 13-title deal.


New Tom and Jerry titles coming via NewKidCo deal

JVC lines up duo

JVC is upping support for the PSOne, rolling out two new titles in March.

Panzer Front and Submarine Commander will both retail for £29.99. Panzer Front mixes action elements with strategy and features over 25 campaigns and tanks from World War II. Submarine Commander puts the player in charge of a nuclear sub.

Both titles will be supported by print ads, POS and promotions. JVC has also teamed up with the British Tank museum in Dorset to further promote Panzer Front.

Newswires

New look ECTS

As well as a move from Olympia to ExCel for ECTS, CMP Europe - the organiser of the trade show - has commissioned design agency Root to give the event a new image.

CMP: *0208 742 2828*

Workshop signs Rings

Role-playing specialist Games Workshop has signed a worldwide exclusive agreement with New Line Cinema to design and market the table top wargame based on forthcoming The Lord of the Rings movies.

Games Workshop: *0115 916 8000*

Nintendo spills GBA beans

President of Nintendo Hiroshi Yamauchi has revealed that the firm has signed a deal with Sega to produce software titles for the next-gen handheld. He has also stated that Nintendo has taken 2.7 million pre-orders for the 32-bit machine.

Nintendo: *01703 534866*

Interplay joins EA

Interplay is joining forces with Electronic Arts to set up an online gaming project. Black Isle Studios will develop a multiplayer RPG for the portal.

Interplay: *0207 551 0000*

NovaLogic on move

Software publisher NovaLogic is moving its European base to new premises. The firm can now be found at 5th Floor, 70-74 City Road, London, EC1Y 2BJ.

Novalogic: *0207 324 8900*

Konami gears up

Konami has revealed two major licence signings courtesy of its publishing deal with Universal. Crash Bandicoot licence and Jurassic Park III are both scheduled to appear later in the year on PlayStation 2 and Xbox.

Konami: *0208 582 5573*

Pilot mag takes off

The latest issue of PC Pilot is published today (February 2nd) and boasts previews of Combat Aces, 767 Pilot in Command, BBMF and Real Airports, along with features on Combat Tutorial and Aerobaics.

PC Pilot: *01480 496446*

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Motion

Talking Shop

End of the Dream

I GET CONCERNED when I receive a large number of phone calls from retailers all on the same subject. It doesn't take much to guess the subject matter, but I must say that the current rapid demise of the computer games dotcoms came a close second.

Dreamcast of course occupies the number one slot, with many calls urging me to tell Sega not to give up so easily. From my point of view, the Dreamcast enjoys a respected position in the UK market. It is a good and very reliable machine with a credible and worthwhile catalogue of games. Sega has emphasised that the format will continue to be supported with many more releases due this year.

Unfortunately, on a global scale the Dreamcast has not performed to expectation, hence Sega's decision to reposition itself as a multi-format developer and publisher. A step, on reflection, they should have taken some five years ago.

Chris Ratcliff

Games bolster HMV figures

Entertainment chain's Euro boss reports on the rapid growth of games products within its stores

by Lisa Foster

GAMES are continuing to grow in importance for entertainment giant HMV, with the chain's Euro MD David Pryde highlighting the performance of the sector of late.

HMV revealed last month that sales over the five-week Christmas period were up 16 per cent over last year, whilst its second quarter ending October 28th saw comparable store sales up by some 4.4 per cent.

PRYDE: "Games have grown within our business"

HMV also claims that growth within the games sector was "far ahead" of the market.

"Games have grown in both share and their percentage of our business over the past few months," said HMV Europe's managing director David Pryde. "Some of this can be attributed to PS2 software and hardware, which has outstripped forecast, but we have also experienced a market uplift in market share from PSOne software, Dreamcast and N64. It gives us a great base from which to build still further in the coming 18 months."

Tesco picks E-UK for games

SUPERMARKET chain Tesco has switched its games distributor, with Entertainment UK picking up the account from Gem.

The distributor already supplies Tesco with music and video products, with the new deal covering all games formats.

"This is a very exciting development for E-UK as Tesco has made great strides in its sales of non-food goods and is looking to develop new sectors," said E-UK's Laurence Cox.

New distribution deal for grocery giant

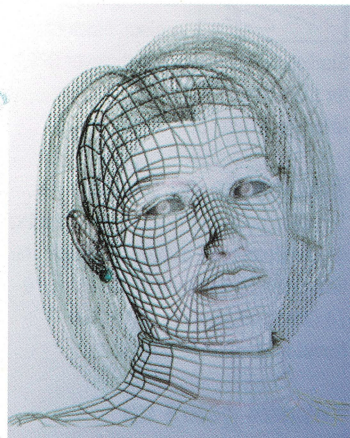
Tesco's software buyer Daniel Cook added: "Attracting over 10 million customers a week means Tesco is well positioned to bring more business to this area."

A Blockbuster deal

BLOCKBUSTER has confirmed that it is in discussions to acquire the 41-strong Apollo video chain.

According to the company, the decision to purchase the stores is part of Blockbuster's continued commitment to the UK home entertainment market.

In order to comply with necessary Government regulations, Blockbuster is seeking approval from the Office of Fair Trading regarding the acquisition. The deal is conditional on due diligence work and OFT approval which is expected in March when Blockbuster will take operational control of the stores.



Top Flight 3D Artists
(Cheshire) to £36k + shares

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You can find out more about us at our corporate website: www.stratumsoft.com. If you think we can meet your expectations and you can meet ours, we look forward to hearing from you.

Please e-mail your CV to Neil Balmer, Recruitment Manager
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Out on PC Feb 9th

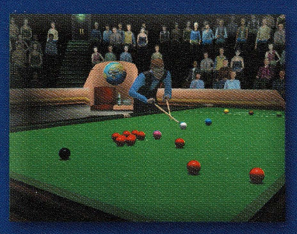
"If snooker simulations are going to be this good, we'll never want to play for real again"

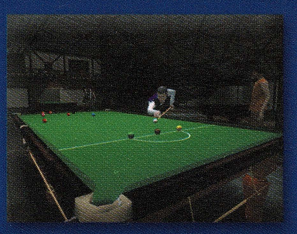
PC ZONE

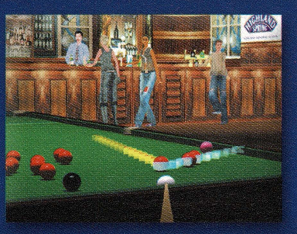
"Thought Jimmy Whites 2 was as fab as snooker was going to get? How wrong you were. Codemasters' World Championship Snooker looks set to change how you see the green baize"

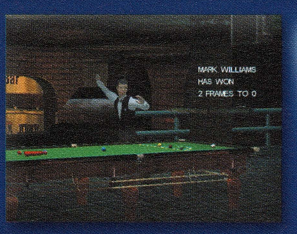
PC Format

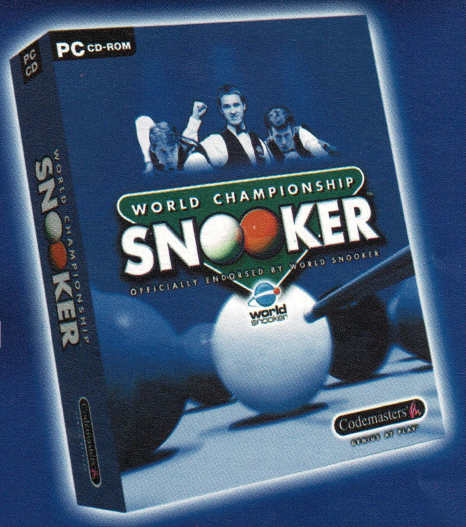
Officially endorsed by snooker's governing body, World Snooker™











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Console Format Splits

ChartTrack - Week ending January 27th

ChartTrack

MCV offers a snapshot of ChartTrack's latest research of the UK games market....

Full Price Software - By Units

PlayStation	46.9%
PlayStation 2	18.6%
Game Boy Colour	16.7%
Dreamcast	11.3%
Game Boy	3.2%
Nintendo 64	3.2%

Budget Software - By Units

PlayStation	88.0%
Dreamcast	5.4%
Nintendo 64	3.7%
Game Boy Colour	2.2%
Game Boy	0.7%

Full Price Software - By Value

PlayStation	42.3%
PlayStation 2	25.4%
Game Boy Colour	13.1%
Dreamcast	12.7%
Nintendo 64	3.8%
Game Boy	2.6%

Budget Software - By Value

PlayStation	87.0%
Dreamcast	5.9%
Nintendo 64	3.7%
Game Boy Colour	3.0%
Game Boy	0.5%

CONSUMER WATCH

Consumer Watch is the weekly analysis of consumer buying intentions exclusive to **MCV**. In association with Games Domain, we ask the public which software releases they intend to purchase over the next month.

Q Which two current or future software releases are you intending to purchase over the next month?

	Title	1st Choice	2nd Choice	Total Score
1.	**Half-Life**	82	60	224
2.	Quake III: Team Arena	75	71	221
3.	GTA London	41	57	139
4.	**NBA Live 2001**	48	38	134
5.	Phantasy Star Online	52	29	133
6.	Worms World Party	40	49	129
7.	Theme Park Inc	45	38	128
8.	Oni (PC)	45	36	126
9.	Rainbow Six	37	38	112
10.	**Buzz Lightyear Star Command**	38	35	111
11.	Knockout Kings 2001	38	32	108
12.	Colin McRae Rally	42	19	103
13.	Tekken	30	37	97
14.	4x4 Evolution	29	37	95
15.	Air Combat	26	35	87
16.	ESPN Winter X Games	25	35	85
17.	**Oni (PS2)**	34	16	84
18.	Dragon Tales	22	33	77
19.	F1 Racing Championship	25	26	76
20.	Street Skater II	26	20	72

Total number of consumers who voted: **998**

Voting took place between: **January 20th & January 26th**

Scoring System: *Two points for every consumer voting a title as his/her first choice purchase, one point for every second choice*

GamesDomain

ConsumerWatch is published by MCV in association with Games Domain. For more information about Games Domain contact Nick DiCesare (sales@gamesdomain.com) or Richard Sutcliffe (rs@gamesdomain.com). Tel: 0121 326 0900

Q Do you own a DVD player?

Yes: 46% **No:** 54%

ACCORDING to figures from the British Retail Consortium, over 200,000 DVD players were sold in December and by the end of the year around 3m homes will boast a DVD unit.

However, despite the falling cost of the machines (some can now be purchased for as little as £99) and the obvious strengths of the format over video, over half the gamers surveyed this week do not own a DVD player.

Despite the falling cost of DVD players, 54 per cent of gamers don't own one.

Of course some of those 54 per cent could already own a PlayStation 2 and make use of its built-in DVD capabilities. But, the recent publicised problems over the DVD playback on the console may mean that punters are using the PS2 solely as a games machine. In which case they are missing out.

About the only plus point video has over DVD at the moment is that it is recordable and this is something that DVD manufacturers are surely looking to remedy. With low hardware prices, extra features, key new releases, back catalogue titles coming through and the stunning picture quality and sound, British consumers have already swiftly adopted DVD. Indeed, the uptake has been much quicker than with CD and VCR before it. And in six months time, if we ask those 54 per cent again the answer will probably have changed to the affirmative.

Samantha Loveday

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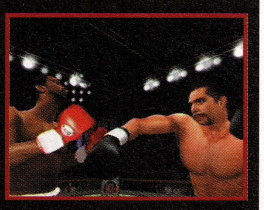

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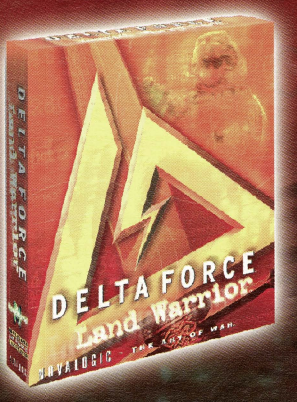
- "Beautiful, engrossing, awe inspiring and damn realistic."
  9/10 (Barrysworld.com, January 2001)
- "Overall gameplay is nothing short of excellent. You just can't go wrong."
  8.7/10 Loaded magazine, February 2001)
- "The serious choice for a soldier sim"
  (PC Gamer, Xmas 2000)
- "Fans of the Delta Force series will be over the moon with Land Warrior"
  (PC Gear, December 2000)



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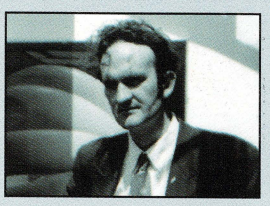
Unsigned: Valhalla

Name: Valhalla & The Curse of Infinity
Developer: Vulcan Software
The Pitch: Episodic PC 3D Adventure
What happens: Solve logistic problems and interact with hundreds of characters within a detailed 3D environment.
How complete: Tools and technology 90%, game content 50%.
In their own words: "Valhalla, the land of enchantment and intrigue which spawned Vulcan's classic trilogy has ripped from the dry earth and soared projectively into a breath taking 3Dworld, bringing theatrical levels of realism never before experienced in computer entertainment."
CV: Founded in 1994, it is a PC developer specialising in advanced 3D technology.
Offers: Being independently financed, we are still looking (and talking) to get the 'right' global publishing deal
Contact: Paul Carrington BA (Director)
Tel: +44 023 92 670269
Email: Paul@vulcan.co.uk

Talent: Computer Artworks



William Latham, Computer Artworks
Based: London
Contact: 0207 824 8478
www.artworks.co.uk

"At last! The developer announcement of The Thing (Xbox, PS2, PC) for Universal Studios has finally been released after months of secret work at Computer Artworks. We have been, genuinely, thrilled by the phenomenal response it has received, especially as we have found the game such a delight to work on. But CA is not just a 'cult' developer working on a 'cult' film. Over the past 18 months we've been working on our games engine to ensure it has hooks in place for every new platform. Only developers that can offer a combination of tight management and multi platform technology will succeed. CA has a variety of exciting products in the pipeline to prove it. The challenge is not to become a factory and disenchant creative and technical teams who are the most intrinsic part of it all. We encourage a happy working environment within the company, including our 'posh' new offices in Belgravia."

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Warthog adds WAP

Scott Adams licence signed up for mobile gaming formats

by Samantha Loveday

AMBITIOUS Warthog has become the latest studio to commit to the mobile gaming arena, signing a deal for the prestigious Scott Adams adventure series.

US based Scott Adams is widely regarding as a pioneer of the adventure game genre, having published titles in the '70s and '80s under the Adventure International banner. Warthog has scooped the licence to recreate these games for the expanding mobile market.

The first versions will be released using WAP, while later versions of the games will progress to alternative mobile technologies in line with availability.

Mobile gaming the latest sector to be targeted

Ashley Hall, Warthog's chief executive officer, commented: "Our strategy is to use existing proven games on new mobile gaming formats. This not only speeds time to market, but should reduce the risk on projects as we pioneer the provision of mobile entertainment in this revolving marketplace."

A sound deal for audio specialist

MATHENGINE has partnered with Sensaura in a deal it claims will result in the rapid delivery of audio technology on next-gen consumer electronic devices.

Sensaura's sound technology creates accurate acoustic simulations and real time 3D audio environments for two, four and 5.1 speaker systems. MathEngine's expertise in rich media processing will enable Sensaura to get its products to market faster.

"MathEngine's skill in cross-platform development made it the obvious choice for us to deliver our technology rapidly and effectively to new consumer devices," said Sensaura MD David Monteith.

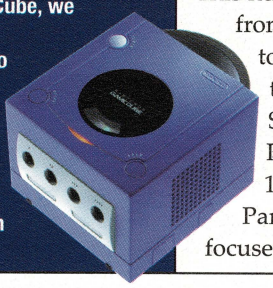
mathengine Sensaura

Nintendo approves Criterion toolkits

NINTENDO has approved Criterion Software to deliver its Renderware toolkit as a key middleware solution for GameCube.

Renderware is a 3D game development toolkit, which offers a typical saving of six months in game development, according to the company.

"We are honoured to have been invited by Nintendo to join its select group of GameCube middleware and tools partners," commented Criterion president David Lau-Kee. "By bringing our multi-platform toolkit to GameCube, we are enabling hundreds of Renderware developers to rapidly and cost effectively deliver their titles to market, allowing them to concentrate on content and gameplay rather than technology."



Paradox signs minis

SWEDISH development studio Paradox has licenced the rights to recreate mini-games Mutant Chronicles: Warzone and Chronopia to US firm Excelsior Entertainment.

Paradox has increased its licensing activity of late. This new deal follows on from its recent move to licence the rights to RPG Kult to Seventh Circle Publishing (MCV 19/01/01).

Paradox is solely focused on creating games software for PC and Internet, and licences out its brands to third parties for other formats.

MC: Warzone is based on a science fiction world and has been adapted into 16 local editions, while Chronopia is based on a dark fantasy world.

"We are currently producing MC: Warzone as an online game for PC and other consoles and we are convinced that the co-operation with Excelsior will contribute to strengthen the brands," stated Nils Gulliksson, CEO of Paradox.

Making music online

ONLINE portal Music4games is inviting games musicians, sound designers and composers to be part of a new m4g Directory.

Developed to be a Who's Who of the games music sector, the directory will provide games companies looking to source music out of house with a unique source of information. It will also offer developers the chance to tailor music and audio services to their specific needs.

Music4games is asking firms to tell them how it can best support and promote creative services to the games industry.

"Since m4g aims to provide a credible support system for the games music community, we believe it is important to enlist their active participation in building a platform where composers can market themselves to a growing target audience, air views and network with each other," said m4g founder Greg O'Connor-Read.

New directory has launched for games musicians

Smart growth

TITUS-OWNED studio Smartdog is continuing to expand under the guidance of the French publisher, and is currently working on an arcade style racing game for the company.

Downforce will be released on PS2, Game Boy and Xbox and will join other arcade titles in Smartdog's portfolio. These include Tennis Arena and All Star Tennis 99 for Ubi Soft, Breakpoint Tennis for Ocean and Roadsters for Titus.

Leamington Spa-based Smartdog was acquired by Titus at the end of 2000. It currently has 30 staff, including its own QA, R&D and web/intranet teams, and is looking at further expansion.

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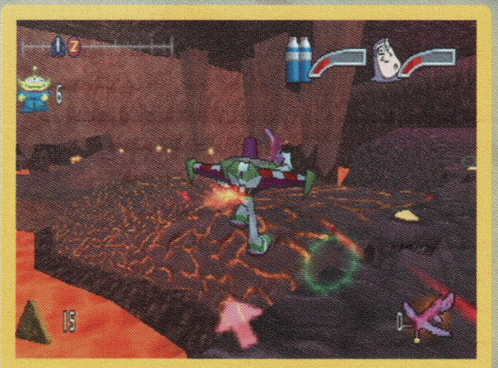

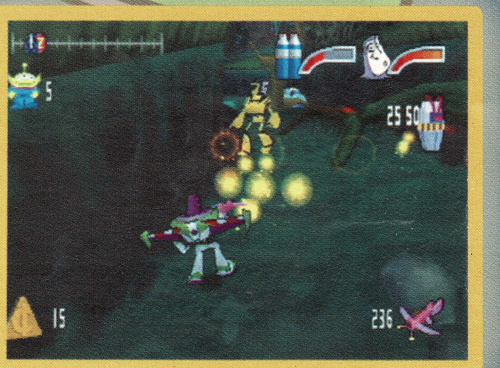

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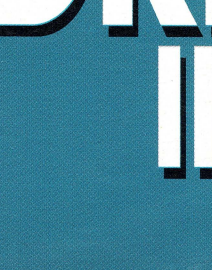
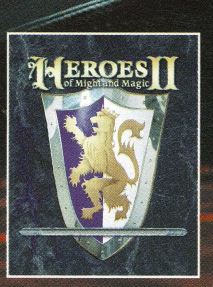
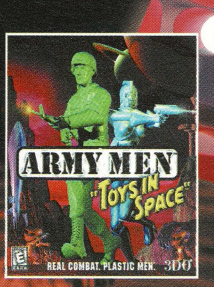


TOCA - TOURING CAR CHAMPIONSHIP

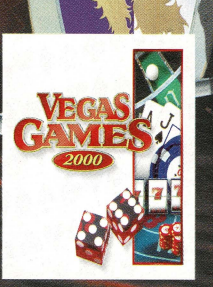


HEROES OF MIGHT & MAGIC 2

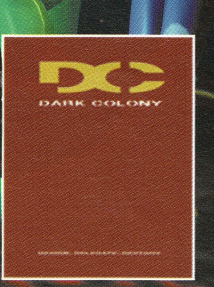


ARMY MEN - TOYS IN SPACE

GTA - LONDON



VEGAS GAMES 2000



DARK COLONY

BARCODES

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HEROES OF MIGHT & MAGIC 2	JEWEL: 5037999002833	DVD: 5037999002826
ARMY MEN - TOYS IN SPACE	JEWEL: 5037999002918	DVD: 5037999002901
GTA - LONDON	JEWEL: 5037999002932	DVD: 5037999002925
VEGAS GAMES 2000	JEWEL: 5037999002956	DVD: 5037999002949
DARK COLONY	JEWEL: 5037999002970	DVD: 5037999002963

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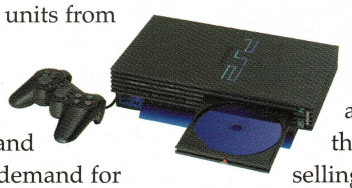
SCED ups PS2 roll-out

Hardware shipments up to 80,000 units a month in Germany

by Samantha Loveday

SONY Computer Entertainment Deutschland is to increase its PS2 shipments to more than 80,000 units from this month.

The firm shipped 55,000 units in January and is confident that demand for the machine will remain high over the coming months.



"The year 2001 is a present for us from our competitors," SCED boss Manfred Gerdes told MCV. "The relevant platforms for 2001 will be Game Boy, PSOne and PS2."

SCED sold through 123,000 units of the PS2 over Christmas and 250,000 units of the PSOne. The best selling PS2 game was Tekken Tag Tournament, which sold through some 55,000 units.

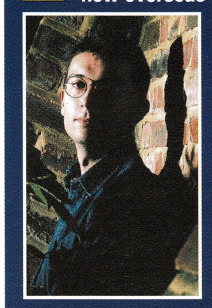
Arcade event looms

PAN-EUROPEAN coin-op trade federation Euromat has confirmed details of its second Eurotechno conference.

The event, which charts the future technologies in arcade electronic entertainment, will be focused on the potential for the traditional coin-op market to embrace online applications. Entitled The Internet – A route towards convergence?, the conference will be held on May 10th at the Hotel Conrad in Brussels.

Rocket signs more

SMALL Rockets has signed two new overseas distribution deals.



The first will see Xtend Multimedia distribute five games in Germany. These include Tower of the Ancients, The Red Ace, Jetboat Superchamps, Hot Chix 'n' Gear Stix and Superchix '76.

Meanwhile, Japanese publisher MSDJ has picked up the distribution rights for Hot Chix 'n' Gear Stix and Tower of the Ancients for the Japanese territories. As well as containing the games, the CDs will also include demos of six other Small Rockets games.

JoWood continues to grow

JOWOOD is continuing to forge new alliances, most recently inking a development and publishing deal with the Helsinki-based games commpany Bugbear Entertainment.

The Austrian developer and publisher is now planning to release Historic Rally Trophy on PC and Xbox worldwide by the end of 2001. Features of the title include 14 classic racing cars, varying landscapes with different weather conditions such as daylight, sunset and rain.

In addition, JoWood Productions has announced record growth thanks to good product releases and a successful acquisition strategy for 2000. Despite high expenditure for growth and an IPO, the preliminary pre-tax income increased 110 per cent over the previous year to ATS 41.0m (3m Euros). Turnover in the fourth quarter of 2000 was ATS 167m (12m Euros).

Final figures for 2000 will be published in April.

US Sales Update

Supplied by PC Data

PC DATA

US Sales Update
Supplied by PC Data
Week ending January 13th 2001

PLAYSTATION 2

Pos	Title	Publisher
1.	Madden NFL 2001	Electronic Arts
2.	SSX	Electronic Arts
3.	Tekken Tag Tournament	Namco/Sony
4.	NHL 2001	Electronic Arts
5.	Midnight Club Street Racing	Take 2 Interactive
6.	Smuggler's Run	Take 2 Interactive
7.	FIFA 2001	Electronic Arts
8.	Time Splitters	Eidos
9.	NFL Gameday 2001	Sony
10.	Summoner	THQ

PS ONE

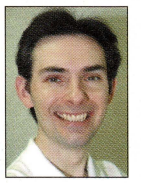
1.	Tomb Raider 4	Eidos
2.	Driver 2	Infogrames
3.	Tony Hawk's 2	Activision
4.	WWF Smackdown 2	THQ
5.	Gran Turismo 2	Sony
6.	Final Fantasy IX	Square/EA
7.	Madden NFL 2001	EA
8.	T. Hawk's Pro Skater	Activision
9.	Driver	Infogrames
10.	Bowling	Tommo

NINTENDO 64

1.	World is not Enough	EA
2.	Banjo-Tooie	Nintendo
3.	Zelda: Majora's Mask	Nintendo
4.	Mario Tennis	Nintendo
5.	Madden NFL 2001	EA
6.	Super Smash Bros	Nintendo
7.	Donkey Kong 64	Nintendo
8.	T. Hawk's Pro Skater	Activision
9.	Mario Kart 64	Nintendo
10.	Perfect Dark	Nintendo

DREAMCAST

1.	NFL 2K1	Sega
2.	NBA 2K1	Sega
3.	Sega Rally Champ 2	Sega
4.	Shenmue	Sega
5.	Crazy Taxi	Sega
6.	Tony Hawk's 2	Activision
7.	Sydney Olympic 2000	Eidos
8.	Sonic Adventure	Sega
9.	J. McGrath Supercross	Acclaim
10.	Ready 2 Rumble 2	Midway



Tokyo Joe

Warren Harrod reveals that consumers and press in Japan are weary of new launches...

Press grows cynical

THE GAMING PRESS is falling over itself as it merrily rushes about proclaiming the wonders of this year's new games hardware.

The Game Boy Advance is just around the corner and then later on in the year will be the big battle between Nintendo's GameCube and Microsoft's Xbox. Eager magazine editors lay out their pages in the same old, overly dramatic 'Battle of Giants' style with a comparison of the hardware specifications and a list of the big name titles coming. If they have the space then they'll even throw in a picture of Bill Gates as well because, er, he's rich and famous.

However, outside the micro-cosmos of the gaming community, nobody could really care less. It's only a year ago that everyone was doing the same kind of editorial for the PS2. Most people have come to realise that in reality there wasn't so much of a difference between the PlaySation and PlayStation 2 anyway, and the PS2 never really took gaming to a higher level (but at least they got a cheap DVD player out of it).

A general home electronics magazine put the GameCube at number 10 in the Top 20 hit products of 2001. It was beaten by digital cameras, mobile phones and ultra-slim notebooks. The Game Boy Advance didn't even appear in the ranking.

A similar digital lifestyle publication gave a quarter-page on the Xbox after its announcement at CES, the same size that they gave the release of a portable record player. Even Kenwood's new MD player got half a page.

After all the hype of the PS2 comes the apathy of the general consumer who was led to believe much and ended up being disillusioned.

While it may have benefited SCE in the short time it won't be to anyone's advantage if promises of next generation gaming fall on deaf ears.

Nintendo and Microsoft must do much to restore the image of gaming and even more to deliver it.

Warren Harrod

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USA Australia
France Italy
Benelux Japan

life's great... it's just work that's ****

gamesbiz.net

the online business resource for the interactive entertainment industry

Dot Comment

David Kelly is general manager ZD Net's Gamespot UK...

The number's up

WHO IN THEIR right mind would dream of booking an ad in a magazine that didn't have an ABC or some kind of independently audited circulation?

So why should the Web be treated any differently? The medium may be younger, but the same rules apply. If it hasn't got an independent audit then who knows what you are buying.

Some sites show numbers of 'hits' - a discredited term that's not at all the same as page views, since every element on the page registers a hit when a page is viewed - each advertising unit, each item of editorial, individual graphics and pictures giving many more hits than page views.

It's the same with 'ad impressions' - for each page view there are multiple ad impressions depending on the number of ad units, buttons, banners etc. on the page.

When it comes to page views or unique users, sites can add in traffic from affiliate networks, aggregate numbers from mirror sites in other territories, or group traffic from sites with disparate audience interests. And only an independent audit (or a really scrupulous publisher) will remove the significant 'spider' bot traffic generated from the portal sites and search engines from their numbers.

In short, it's a jungle out there. Worse, in Europe there are no reliable reach ratings. Sure, ABC Interactive is not the perfect measure of a site's performance since it is time consuming to do such thorough independent audits but right now it's the only reliable measure there is.

David Kelly

Net Prominence: Chart Games

Source: GameCampaign — Internet publicity tracking for the games industry – www.gamecampaign.com

This chart monitors the games website coverage for the top 20 chart games taken from the December 15 issue of MCV. It reflects a game's Internet market profile, a key indicator of the success of a title/brand among the most pro-active videogame consumers.

Game	Pos (15/12)	Coverage
1. Driver 2	(5)	32%
2. The Sims	(16)	26%
3. Rayman	(18)	19%
4. Shenmue	(13)	18%
5. Who Wants To Be A Millionaire	(2)	16%
6. Toy Story 2	(20)	14%
7. FIFA 2001	(3)	14%
8. The World Is Not Enough	(4)	12%
9. Tomb Raider: Chronicles	(9)	9%
10. Zelda: Majora's Mask	(17)	8%
11. Dino Crisis 2	(15)	8%
12. Pokemon Yellow	(8)	8%
13. Chicken Run	(14)	7%
14. Spyro: Year of the Dragon	(19)	6%
15. Pokemon Pinball	(6)	5%

For more chart information go to http://www.gamecampaign.com or call 01225 442600.

gamecampaign — you don't know what you're missing

Chips strengthens Net brand

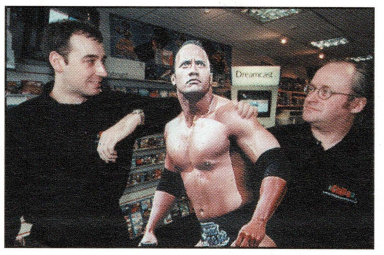
Indie chain is looking to further promote its e-commerce site to consumers via offline marketing

by Samantha Loveday

WITH its franchise scheme now up and running, Chips is currently focusing on improving its e-commerce site.

Chips Online already boasts around 1.5m hits per month and the firm is now kicking off a campaign to push the branding.

"We will be promoting the site with catalogues in-store," Nik Agar, joint founder, told MCV.



Chips is slamming ahead with e-commerce strategy

"This isn't a re-branding exercise, we are strengthening the brand. We have a good presence anyway and that is important for customer confidence. I think the fact that consumers can actually visit a shop on the high street if things go wrong is reassuring for them. 'Bricks and clicks' is definitely the way forward."

Chips also tries to give personality to the website, with customers dealing with an interactive character called Webby. "Customers feel like they are talking to a real person and it gives the site a real personality."

Play247 adds games

UK e-tailer Play247.com is moving into the games sector, with its line-up now including PSOne and PS2 products. The firm has previously specialised in the sale of DVDs and CDs. It is currently only carrying games for the PSOne and PS2, although it has plans to incorporate Dreamcast and Game Boy titles in the future. "We are able to offer discounts of up to 40 per cent on games," boasted Paul Holmes, managing director of Play247.com.

Spong plans games database

GAMING website Spong is calling for help from publishers and developers to put together the definitive games database.

The firm is describing the database as 'an online museum of every single commercially released game from the beginning of time'. It includes screenshots, packshots, cheats and trivia.

Spong is also providing the credits for each game, such as who produced it, programmed it and wrote the music for it, promoted and wrote about the title.

For more information, access www.spong.com.

Site Watch... CEX

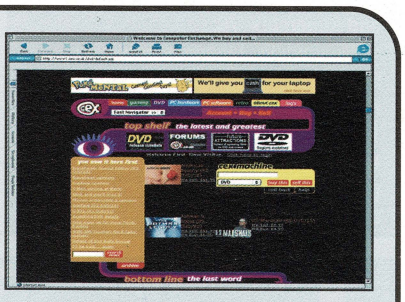
www.cex.co.uk The website of the retail chain Computer Exchange, combines the latest gaming gossip with a superb online shop that features the hardware, software and peripherals for nearly all gaming platforms past and present.

The site has been designed to allow the user to locate a required product or news item as quick as possible and there are several different methods of search.

The site is divided into several locations including DVD, PC, Console and Retro. A directory is included to find a product by genre, format or country of origin.

The store itself features products both new and second hand and though lists of games can often fill several pages, each title can be clicked to reveal additional information such as gameplay style and content. It also has a huge library of imported games from both Japan and USA. Standard first class delivery is free and next-day special delivery is an extra £3.

CEX is very easy to navigate and although the design is more functional than pretty, the extensive and clearly presented content reflects the firm's passion for video games.



A site that would put bigger rivals to shame

Rating 5/5

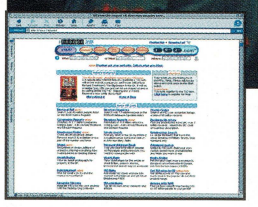
Bookmarks: Daniel Griffiths

Editor In Chief, Daily Radar UK

www.192.com Now rather more complicated than it was, it's still possible to enter the name of any celebrity, friend or enemy and find out exactly where they live (complete with handy map).

www.pornolize.com Insert dirty words into boring websites for cheap laughs. Hilarious, if slightly marred by the nagging fear that you have actually changed the content of the site for real and, as such, are in very serious trouble.

www.popbitch.com This is entirely scandalous and very probably made-up showbiz gossip. However, the slim chance that that story you picked up about the 'minor TV celebrity' and the 'hoover' may actually be true keeps you coming back again and again for more.



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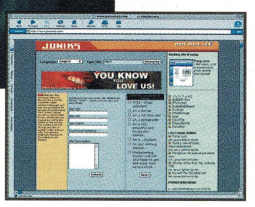

www.pornolize.com

www.popbitch.com

WWW.MCVUK.COM

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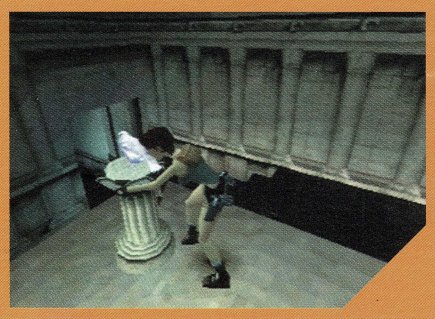
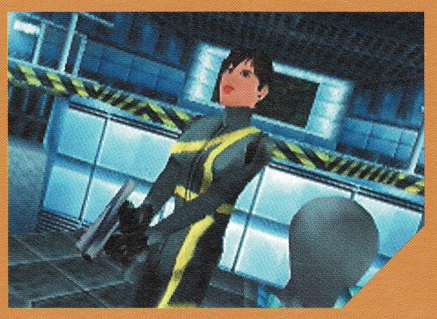
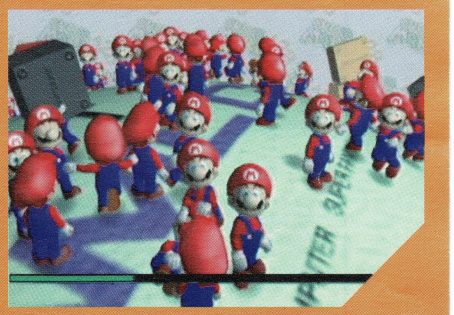


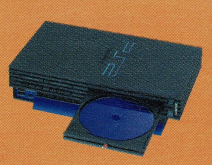




THE HOME OF VIDEOGAMES

Dreamcast

PSone



PlayStation2

GameCube

Nintendo 64

Game Boy

Xbox

PC CD-ROM

Retro
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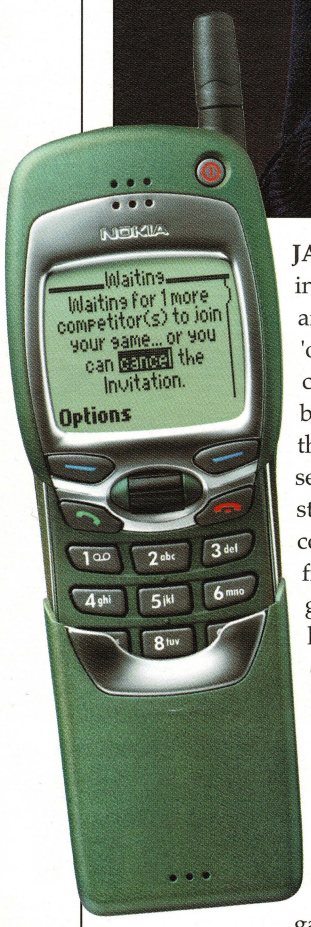
Paragon Publishing Ltd

GAMES CALLING

The rush of communications giants into the interactive entertainment sector has been evident over the past year or so. All are keen to ensure that they have a stake in the next generation of mobile gaming. **Tim Green** provides an overview of their plans...



JADED cynical industry veterans are well used to 'outsiders' coming in to the business. Over the years we've seen movie studios, TV companies, toy firms and media giants come and have a go, enticed by the huge if slippery profits earned by specialist publishers.

It's tempting to see the newest gatecrashers - the telcos - in the same light. But there's an obvious difference this time.

The handset and network outifts are not trying to exploit their franchises in the interactive arena. They don't have any.

Instead, they want to build an entirely new business. Wireless gaming is manifestly different from the console business. It's about bite-sized puzzle games, location based adventure, textual riddles, middle aged women playing bingo. The content may not always be sexy. But the potential numbers - virtually any child and adult in the developed world - certainly is.

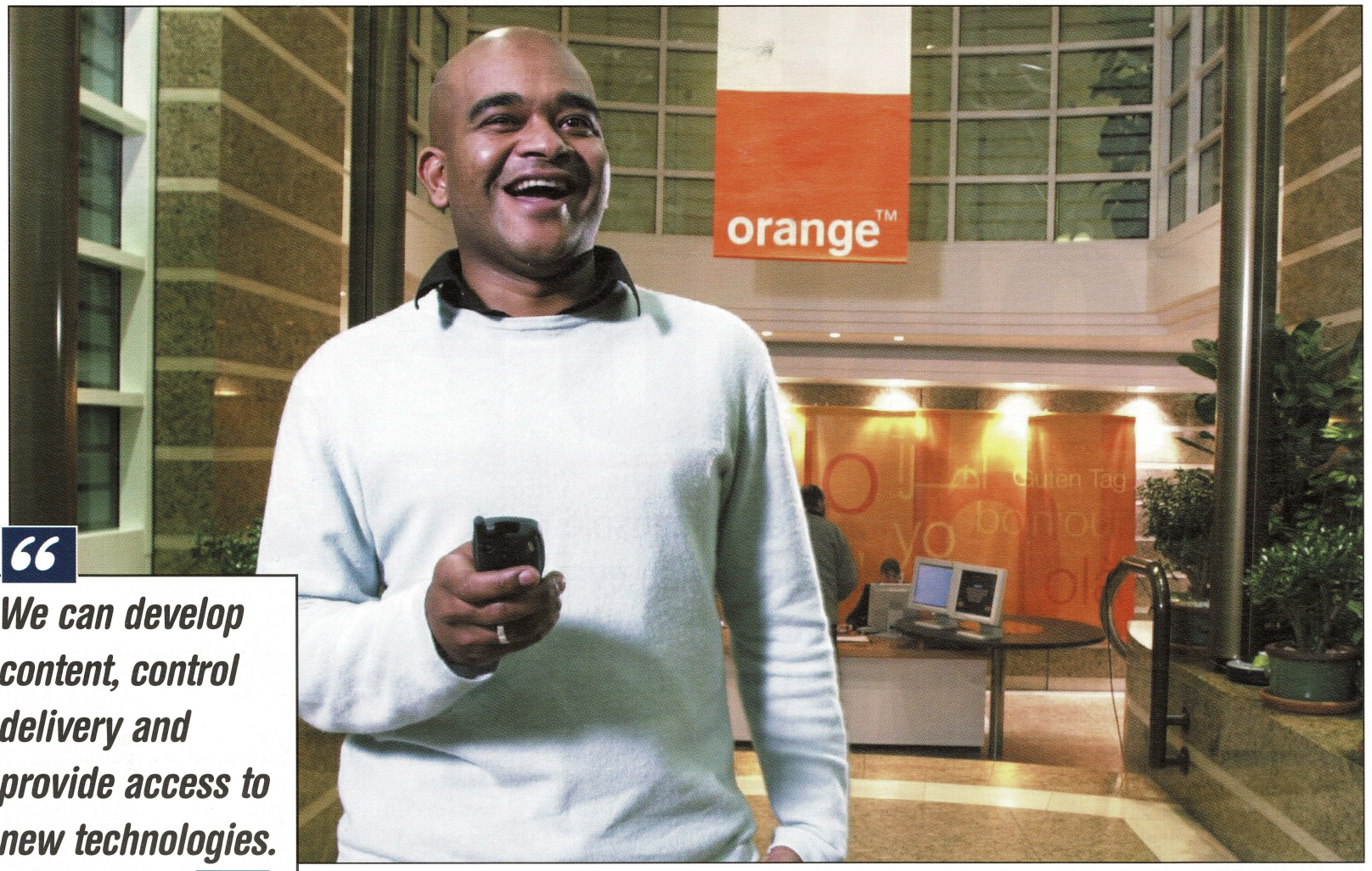
And they need help. Games developers and publishers understand programming and gameplay. Which explains why Motorola, Nokia *et al* are hiring industry people and booking stand space at the likes of E3, Milia and ECTS.

At present the handset companies are driving developments. Clearly they see mobile applications as an area with much more potential than just hardware manufacture.

However, their role in delivering 'software' is hardly fixed. Are they enablers? Aggregators? Hosts? There is already some difference in approach. While Nokia has set up a formal developer assistance programme and built the huge Nokia Mobile Entertainment Service upon which to host games, Motorola appears more interested in facilitating the creation of new content than 'owning' it. That's a simplification. But there is definitely daylight between the two giants' agendas.

Meanwhile the operators are less visible. Orange unveiled its entertainment division in January. It was the first to do so. Generally, operators have opted for strategic partnerships, allowing third party specialists - notably Digital Bridges - to emerge as providers of content for their services.

Privately those in the UK wireless games industry are dismissive of the networks. One prominent figure said: "The operators have been sluggish. They know they need content for differentiation and to ready themselves for 3G. But their infrastructures are archaic and their billing systems are messy. They have to sort all this out first. And it doesn't help that the sector is riven with mergers and buy-outs so a lot of them cannot even be sure of their own corporate futures. That's why they're using portals. In a few years, they'll become more directly active."



> *We can develop content, control delivery and provide access to new technologies.*
>
> *Kamar Shah, Orange*

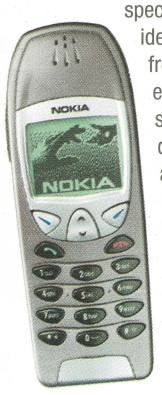
Handset Manufacturers

This sector is undoubtedly the most active. The big four (Nokia, Motorola, Ericsson, Siemens) have made all the announcements while the rest (Sony, Philips, Samsung, Mitsubishi-Trium, Alacatel, Bosch, Panasonic, NEC) have limited their activity to private conversations with developers and publishers at the big wireless and mobile shows. Of course, all put embedded games into their products.

Nokia

NOKIA CONNECTING PEOPLE

With former Psygnosis man Graham Stafford in a key role, Nokia has the largest and most enduring commitment to this new area. Stafford has built strong links with applications developers all over Europe and has evangelised the Nokia Mobile Entertainment Service which combines a "service platform, round-the-clock service hosting, facilitation software, content, and special developer programme". The idea is to give operators a hassle-free entry into wireless entertainment and developers full support for a Java based platform delivering multiplayer gaming, access to content, registration, authentication, session management, tournament play, multi-language support and so on. Nokia demonstrated its intent in this area when it rolled out the SMS-based experiment NokiaGame last year. Over 500,000 registered across Europe.



Motorola

MOTOROLA

In the last nine months Motorola has snapped up two senior SCEE figures - Juan Montes and Doug Goodwin - to lead its drive into the wireless entertainment sector. Their embryonic division has quickly grown to number around 25. Motorola's strategy is to act as an enabler for the thousands of wireless developers emerging across Europe. Like Nokia, it believes its technical expertise and close relations with operators leave it perfectly placed to play a central role in growing the market. This week's Developer Seminar is a graphic illustration. Unlike Nokia, it is not apparently building a massive games hosting infrastructure.

Siemens

SIEMENS

Last September Siemens announced a partnership with THQ to jointly develop games for the emerging mobile games market. The first, a windows-based Pocket PC golf game was showcased on Siemens' SIMpad and MultiMobile devices. It is not, of course, any kind of exclusive arrangement and Siemens has promised it will make more announcements soon. The company's entertainment division is run out of Germany.

Ericsson

ERICSSON

Like Siemens Ericsson has been active in the games area (working with Digital Bridges, for example), while restricting its public face mostly to its country of origin (in this case, Sweden). Last year it announced a deal with Swedish developer Terraplay to create multi-player, cross platform games. Terraplay had formerly been owned by Ericsson and is seen as a model product of the handset company's incubator system.

The hardware firms are striding into our market

Orange

orange™

Orange is the only operator so far to have unveiled a dedicated UK games division. Wirefree is headed up by Kamar Shah, formerly of Eidos and MicroProse, and already provides its WAP subscribers with 14 games. Shah says Orange is well placed to "develop content, control the delivery mechanism, and provide access to a range of innovative emerging technologies." Orange signed a development deal with Rage last April (for Airlock and others) and has worked with Firesoft and Ngame. It announced last summer that Gameplay would host its games channel.

Network Operators

The network operators, in theory, hold all the cards when it comes to wireless gaming. It is they who decide which are the default products and/or portals listed on their WAP menus. It is they who serve up the bills for play. However, as stated earlier, the UK networks have mostly left the early running in this new sector to handset companies and specialist portals. Orange, Vizzavi (Vodaphone) and One To One have all signed up with Digital Bridges.

Mobile handset market shares

Company	Shipments	Market Share %
Nokia	26,947	27.5
Motorola	15,289	15.6
Ericsson	10,132	10.3
Panasonic	5,506	5.6
Alcatel	5,471	5.6
Siemens	5,428	5.5
Samsung	5,417	5.5
Others	23,790	24.3
Total Market	**97,979**	**100.0**

(As of Q2, 2000)

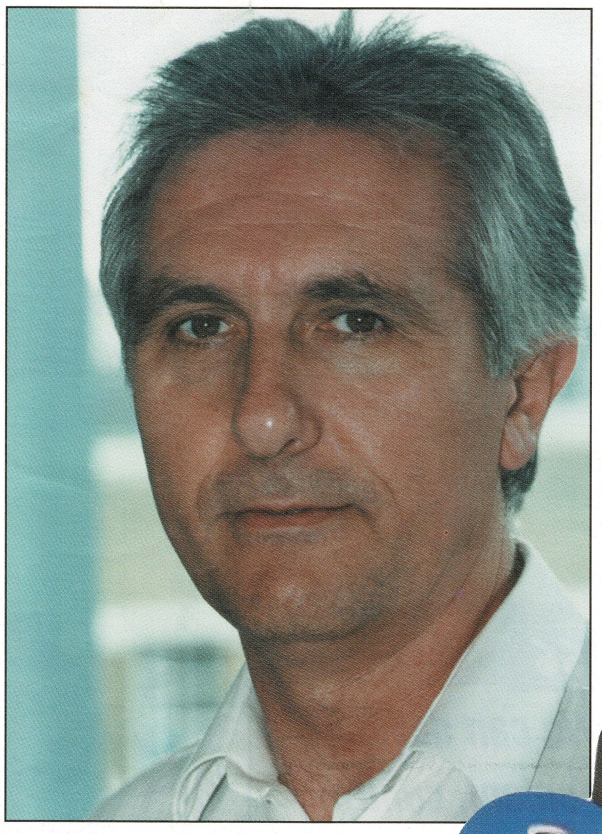
Network Operators - UK Share

Operator	Subscribers (millions)
Vodafone	11.7
BT Cellnet	10.2
Orange	9.83
One2One	8.32

(December 2000)

vodafone BTcellnet orange one2one

JUAN'S WORLD



Juan Montes helped Sony dominate the console space. Now, with Motorola, his task may be even bigger. Sure, he wants market share, but first he has to create a market. Tim Green met him...

A MODEST MAN like Juan Montes would no doubt play down the wider significance to his chosen career path. But let's look at the facts. Until last September Montes was VP of development for SCEE, the man behind key titles like Wipeout Fusion and, according to SCEE boss Chris Deering, a "driving force" in the team that put PlayStation in 30 million PAL homes.

And then, just before Sony embarks on the biggest console launch in history, the dev veep walks away to take his place in the virtual vapourware market that is wireless gaming. Montes was not the first, of course. He takes his place in the new sector alongside games industry vets like Doug Goodwin, Tony Adams, Graham Stafford and Gina Jackson.

What's going on? For Montes, this is one of the small acorn deals. He says: "I've no doubt PS2 will be huge, certainly bigger than PlayStation.

Motorola's Mobile Games Developer Seminar - sponsored by MCV - takes place next week in London

"But I also think a lot of the new sales will come from consumers interested in DVD. With Motorola I've been given the chance to create a new market which wasn't there before, introducing new types of entertainment to a genuine mass market audience. It's a real challenge."

That's the long term goal. In the nearer future, as VP and director of technology for the personal communications sector of Motorola, he has the task of establishing the firm's place in this nebulous, nascent market.

This is not straightforward. Should handset companies really be in the applications business? And if they host content are they not treading on the toes of the network operators?

The answers to these questions have yet to be shaken out. However, Montes is clear that Motorola's future involves more than just hardware manufacture. He sees its role in the applications market - and by implication games - as one of aggregation, technical advice and promotion for third party content developers. "We have the resources, the contacts, the technology and the brand name to move this market forward," he says.

True. But don't the network operators have all this - and the advantage of being the channel for the content too? Montes doesn't think so. "The operators are in a transitional phase.

"They need to upgrade their infrastructure for 3G and to rethink all their systems to deal with data and not just voice. This is more urgent than making deals with content developers. And even if they did they would be looking for exclusive partnerships whereas developers want to get their product out as wide as possible."

> ***"I don't believe that this market will be about porting console games"***
>
> *Juan Montes*

The first major public demonstration of Motorola's participation in the wireless games sector will be the first Mobile Games Developers Seminar this week. The event should enhance the company's status as the creatives' friend.

In hosting the conference, Motorola is making a statement of intent. Alongside Nokia it is easily the most aggressive of the telco-related companies in this new market. Its entertainment division already employs 25 in Europe alone and Montes claims that Motorola Europe has already helped create 700 applications, just under half of them games.

The seminar will therefore be an opportunity to share more knowledge and create new partnerships. Typically, though, for all the excitement there is still no clear idea of how to make money from wireless gaming. Montes keeps his options open and speculates that content will be hosted by handset companies, by operators and by developers, with revenues shared accordingly.

He's similarly non-specific about the content itself - although alludes to the success of simple apps such as ring tones and twists on SMS. In fact, Montes is keen to encourage developers to be platform agnostic and create programmes which work on WAP browsers, in text and so on. He also sees Java as being the *de facto* language of wireless programming.

Although, Motorola isn't in the business of securing content which only works on its handsets, it is mindful of the need to create phone designs which play better than the competition. Its upcoming Accompli is a PDA/phone hybrid for which Motorola is looking to licence 8-bit games. "I don't believe this market will be about porting console games but there will be a niche that is interested in this area."

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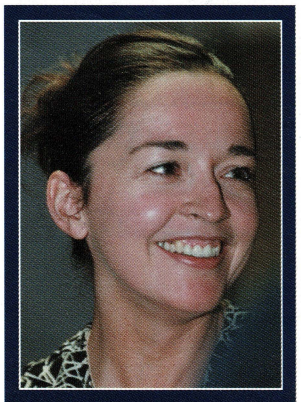
Pure hires senior duo, Capcom expands

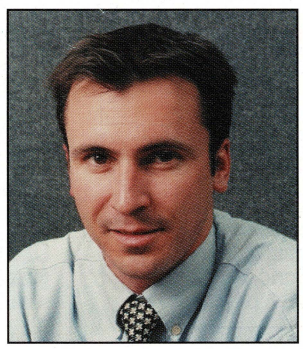
... plus Turner promoted to head of marketing at Sega, Brooks joins Panlok, Davies becomes commercial director at Koch Media



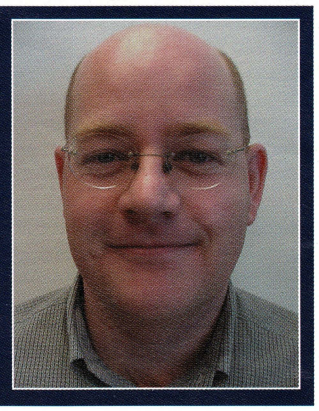
SEGA ☐ The European arm of the Japanese games giant has promoted ALISON TURNER from the position of head of European advertising to the role of head of marketing in Europe. Industry veteran Turner, who has previously worked for the likes of BMG and Phillips, replaces JEREMY STERN.

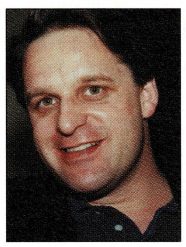
DIGITAL ILLUSIONS ☐ The Swedish games development oufit has appointed MARCUS LEGLER as its new PR and marketing manager. He was previously employed at the Scandinavian distribution company IQ Media Nordic as the firm's Nordic product manager.

CAPCOM ☐ The newly established UK office of the Japanese software giant has appointed CLAIRE MERCER (*above*) as its new sales director. Mercer was previously sales manager at Acclaim. The company has also appointed MALCOM DUNNE (*below*) as its financial controller.



PURE ENTERTAINMENT ☐ The firm behind freeloader.com has bolstered its senior management team with two signings. VINCENT TURCO *(left)* has been appointed as vice president of sales and marketing. His role will be to develop Pure's business strategy and create new revenue streams throughout Europe and the US. TERRY BLOW *(right)* joins as chief technology officer and will run the IT department, expanding the firm's propriety technologies.





PANLOK ☐ The software protection company has signed LAWRENCE BROOKS (*left*) as its secure internet delivery director. Brooks will work to push PanLok's encryption technology across online networks.

TAKE 2 ☐ MARK ALLEN has joined as UK PR executive. He was previously PR manager at Cryo.

HAILSTORM ☐ Former programmer at Bits Studio PAUL SCRUBY has joined mobile games development studio Hailstorm Entertainment as its technical director.

GLOBALWAVE ☐ As the digital distribution firm prepares to launch in the UK, GlobalWave has appointed PAUL McINTOSH as content and new business development director.

CODEMASTERS ☐ The Britsoft company has signed ANDREA MATTHEWS as its new communications manager, tipping the firm's payroll over 400.

KOCH MEDIA ☐ The firm has promoted KERRI DAVIES (*left*) to the position of commercial director.

UBI SOFT ☐ The UK arm of the French giant has bolstered its office with the signing of REBECCA LINDON as its OEM business development manager.

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New Year – New Targets – Same Old Treadmill ?

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On The Radar

Forthcoming releases with above average sales potential...

February

Phantasy Star Online DC Sega
An important title for the Dreamcast that combines an epic RPG plot with massive online game worlds.

Black and White PC/DC EA
Molyneux's God sim promises to be the most ambitious ever seen. Who hasn't heard about it?

Severance PC Codemasters
Severance breathes new life into the 3D adventure genre, with stunning looks and solid gameplay.

March

Pokemon G&S GBC Nintendo
Pokemon returns to the Game Boy Colour with Gold and Silver editions. Far superior than Red and Blue.

MDK2 PS2 Virgin
One of the few 3D action games for the PlayStation 2. Looks great and retains the weird sense of fun.

Wipeout Fusion PS2 Sony
The stylish and futuristic racer arrives on the PS2 with FMV-style graphics and intricate track design.

Daytona USA 2001 DC Sega
The classic arcade racing game is given a smart 128-bit make-over and full online gaming support.

Sonic Shuffle DC Sega
The title boasts Jet Set Radio visuals and a large selection of mini-games all hosted by the hedgehog.

Zelda - Seeds GBC Nintendo
At long last, the hugely popular RPG series returns to the Game Boy Colour in a brand new adventure.

Banjo-Tooie N64 Nintendo
The stars of one of the most popular platformers on the N64 finally returns in this far superior sequel.

Summer 2001

Head Hunter DC Sega
Another ambitious adventure title from Sega set in LA featuring a cool, motorbike riding protagonist.

Silent Hill 2 PS2 Konami
The David Lynch-inspired horror game is made more disturbing thanks to shockingly real visuals.

Sonic Adventure 2 DC Sega
The eagerly awaited sequel promises to be faster, larger and even better looking than the original.

Contacts

3DO Europe	0207 761 9300
Acclaim	0207 344 5000
Activision	01895 456700
CDV Software	020 8880 4152
Codemasters	01926 814132
Crave/SVG	0208 968 8088
Crucial Ent.	0161 941 1110
Cryo Interactive	0121 250 5070
Disney Interactive	0207 734 1133
Eidos Interactive	0208 636 3000
Electronic Arts	01932 450000
Empire	0208 343 7337
EON Digital	0700 436 6344
Hasbro Interactive	0208 569 1234
Havas Interactive	0118 920 9100
Infogrames	0208 222 9700
Interplay	0207 551 0000
JVC	0207 240 3121
Konami	0208 582 5573
Lego Media	0208 600 7200
Microids	0208 901 7326
Microsoft	0870 601 0100
Midas Interactive	01223 522000
Midway	0207 938 4488
Nintendo	01703 653377
Novalogic	0207 405 1777
SCi	0207 585308
Sega	0208 995 3399
Sold Out	0207 928 3993
Sony	0207 533 1400
Take 2 Interactive	01753 854444
THQ	01483 767656
Titus	0207 551 0000
TLC	01293 651300
Ubi Soft	0208 944 9000
Virgin Interactive	0207 551 0000

ORDER TIPS

Take 2's hotly-tipped Oni is heading for PS2 this month, along with Ubi Soft's Evergrace. Dreamcast sees the arrival of Sonic Shuffle and Fighting Vipers 2, while GTA London is re-released via Sold Out...

Evergrace

GENERAL INFORMATION
Genre: RPG
Developer: From Software
Publisher: Ubi Soft
Street date: February 23
Estimated street price: £44.99

PRODUCT INFORMATION
One of the few 'proper' RPGs on the PlayStation 2. All the staples of a classic RPG are present and correct, namely swords, spells, dragons and village settlements. Looks great too.

1 player | 3+ | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
Will certainly please PS2 owning fans of the genre, but it really fills the gap before the superior Dark Cloud.

Oni

GENERAL INFORMATION
Genre: Action
Developer: GoD
Publisher: Take 2
Street date: February 23
Estimated street price: £44.99

PRODUCT INFORMATION
Having launched on the PC earlier in the month, Oni makes a much more comfortable appearance on the PS2. A mix of gaming genres are flung together and it works remarkably well.

1 player | 15+ | FP

MARKETING SUPPORT

TV	✓	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
An attractive leading lady, a futuristic game world, big guns and martial arts action. A hit, surely?

Sonic Shuffle

GENERAL INFORMATION
Genre: Action
Developer: Sega
Publisher: Sega
Street date: March 2
Estimated street price: £39.99

PRODUCT INFORMATION
Sega's mascot and his mates have been given a stylish Jet Set Radio makeover for this Mario Party-style game. The aim is to collect rings and crystals by participating in numerous mini-games.

4 player | 3+ | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
Like Samba di Amigo, this is a great party game from Sega that should appeal to social gamers.

Fighting Vipers 2

GENERAL INFORMATION
Genre: Fighting
Developer: AM2
Publisher: Sega
Street date: March 2
Estimated street price: £39.99

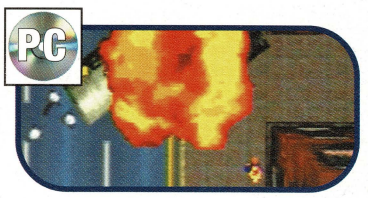
PRODUCT INFORMATION
The team behind Shenmue and Ferrari 355 turns its attention to a Dreamcast version of the popular arcade beat 'em up. Expect highly interactive arenas, weird characters and big, big combos.

2 player | 11+ | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
A classy looking fighting game and the first really decent one since DOA2. Should do very well indeed.



GTA London

GENERAL INFORMATION
Genre: Action
Developer: DMA
Publisher: Sold Out
Street date: February 16
Estimated street price: £4.99

PRODUCT INFORMATION
Grand Theft Auto is relocated from a fictional USA city to the mean streets of London. The top-down graphics feature familiar landmarks and the gameplay retains its total lack of law and order.

1 player | 18+ | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
An absolute bargain which will appeal to fans eager to complete their collection and newcomers, too.

Theme Park Inc

GENERAL INFORMATION
Genre: Management Sim
Developer: Bullfrog
Publisher: EA
Street date: February 9
Estimated street price: £29.99

PRODUCT INFORMATION
The latest in EA's popular Theme Park series boasts vastly improved hi-res 3D graphics, a whole new cast of thrill-seekers and some very entertaining game missions. Great fun.

1 player | 3+ | L | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
Will appeal to dedicated fans of the genre and casual gamers looking for some light-hearted gaming.

PLANET DISTRIBUTION
TEL.01992 707 400 | The largest distributor of multi-format leisure products in the UK | TEL.01992 707 400

Buzz off to the High Street

Disney's **Buzz Lightyear: Star Command** arrives next week on PlayStation and Dreamcast, via publisher Activision. Meanwhile, Acclaim punches in with **HBO Boxing** on the PlayStation format...

	Title	Format	Genre	Publisher	Telephone	Distributor	Release Date	Developer
NEXT FRIDAY	Buzz Lightyear: Star Com.	DC/PSX	Action	Activision	01895 456700	Centresoft	February 9th	Disney
	Dragon Tales	PSX	Action	Ubi Soft	0208 944 9000	Pinnacle	February 9th	Ubi Soft
	ECW Anarchy Rulz	DC	Sport	Acclaim	0207 344 5000	Open	February 9th	Acclaim
	HBO Boxing	PSX	Sport	Acclaim	0207 344 9000	Centresoft	February 9th	Acclaim
	Star Wars Ep. 1 Comp.	PC	Action	Activision	01895 456700	Centresoft	February 9th	LucasArts
	Theme Park Inc.	PC	Strategy	EA	01932 450000	Pinnacle	February 9th	EA
	Vanishing Point	DC	Racing	Acclaim	0207 344 5000	Open	February 9th	Acclaim
	World Champ. Snooker	PC	Sport	Codemasters	01926 814132	Centresoft	February 9th	Codemasters
FROM FEBRUARY 16TH	Army Men – Toys In Space	PC	Strategy	Sold Out	0207 928 3993	Centresoft	February 16th	3DO
	Army Men: Vikki's Adv.	GBC	Action	3DO	0207 761 9300	Gauntlet	February 16th	3DO
	Dark Colony	PC	Strategy	Sold Out	0207 928 3993	Centresoft	February 16th	Take 2
	Emperor's New Groove	PC	Action	Ubi Soft	0208 944 9000	Pinnacle	February 16th	Disney
	European Super League	DC/PSX	Sport	Virgin	0207 551 0000	Open	February 16th	Virgin
	FIFA 99 Classic	PSX	Sport	EA	01932 450000	Pinnacle	February 16th	EA Sports
	Flipper	PC	Action	Ubi Soft	0208 944 9000	Pinnacle	February 16th	Ubi Soft
	Freedom	PC	Action	Ubi Soft	0208 944 9000	Pinnacle	February 16th	Ubi Soft
	Godzilla 2	GBC	Action	Ubi Soft	0208 944 9000	Pinnacle	February 16th	Ubi Soft
	GTA London	PC	Action	Sold Out	0207 923 3993	Centresoft	February 16th	DMA
	Heroes 2	PC	RPG	Sold Out	0207 923 3993	Centresoft	February 16th	3DO
	Kasparov	PSX	Action	Virgin	0207 551 0000	Open	February 16th	Virgin
	Supercross 2001	PSX	Racing	EA	01932 450000	Pinnacle	February 16th	EA Sports
	TOCA	PC	Racing	Sold Out	0207 923 3993	Centresoft	February 16th	Codemasters
	Vegas Games	PC	Strategy	Sold Out	0207 923 3993	Centresoft	February 16th	3DO
	WDL: WarJetz	GBC	Action	3DO	0207 761 9300	Gauntlet	February 16th	3DO
	Batman of the Future	N64	Action	Ubi Soft	0208 944 9000	Pinnacle	February 19th	Ubi Soft
	Tokyo Extreme Racing 2	PS2	Racing	Ubi Soft	0208 944 9000	Pinnacle	February 19th	Genki
	C&C: Red Alert Classic	PC	Action	EA	01932 450000	Pinnacle	February 23rd	Westwood
	Dune 2000 Classic	PSX	Strategy	EA	01932 450000	Pinnacle	February 23rd	Westwood
	Evergrace	PS2	RPG	Ubi Soft	0208 944 9000	Pinnacle	February 23rd	From Software
	Evil Islands	PC	Action	Ubi Soft	0208 944 9000	Pinnacle	Fevruary 23rd	Ubi Soft
	Giant Killers 2	DC/PC	Action	Ubi Soft	0208 944 9000	Pinnacle	Fevruary 23rd	Ubi Soft
	Heart of Winter	PC	Add-on	Interplay	0207 551 0000	Open	February 23rd	Interplay
	Heroes of M&M 3	DC	RPG	Ubi Soft	0208 944 9000	Gauntlet	February 23rd	3DO
	J. White 2 – White Label	PSX	Sport	Virgin	0207 551 0000	Open	February 23rd	Virgin
	Knockout Kings 2000 Class.	PSX	Sport	EA	01932 450000	Pinnacle	February 23rd	EA Sports
	Knockout Kings 2001	PS2	Sport	EA	01932 450000	Pinnacle	February 23rd	EA Sports
	LMA Manager 2001	PSX	Sport	Codemaster	01926 814132	Centresoft	February 23rd	Codemasters
	NBA Live 2001	PS2	Sport	EA	01932 450000	Pinnacle	February 23rd	EA Sports
	Need for Speed IV Classic	PC	Racing	EA	01932 450000	Pinnacle	February 23rd	EA Sports
	Oni	PS2	Action	Take 2	01753 854444	JoAG	February 23rd	GoD
	Outlive	PC	Action	Take 2	01753 854444	JoAG	February 23rd	GoD
	Phantasy Star Online	DC	RPG	Sega	0208 995 3399	Gem	February 23rd	Sonic Team
	Rainbow 6 Plat.	PC	Strategy	Ubi Soft	0208 944 9000	Pinnacle	February 23rd	Red Storm
	Road Champs	GBC	Racing	Activision	01895 456700	Centresoft	February 23rd	Activision
	Severance	PC	Action	Codemasters	01926 814132	Centresoft	February 23rd	Codemasters
	Sim City 3000 Classic	PC	Strategy	EA	01932 450000	Pinnacle	February 23rd	Maxis

Home Software

An at-a-glance guide to new education, reference, lifestyle and utility PC titles on their way to retail...

Disney ..... *www.disney.com*
☎ 0208 222 0000

The Emperor's New Groove	Feb 16th
Emperor's Groove Activity	Feb 16th

Focus .....*www.focusmm.co.uk*
☎ 01889 570156

Pro CrossStitch Pattern	Feb 9th
Wild Wild West	Feb 9th

Wicky-wicky wah wah by Focus...

5,000 Photo Objects	Feb 9th
Create Your Own Cards	Feb 9th
Shadow Company	Feb 9th
Suzuki Alstare Challenge	Feb 9th
Football World Manager	Feb 9th
Tonic Trouble	Feb 9th
Animaniacs Gigantic	Feb
Animaniacs Splatt Ball	Feb
Plan-IT Business Plan	Feb
Plan-IT Marketing Plan	Feb
Plan-IT Contracts	Feb

Havas ..... *sierra-online.co.uk*
☎ 0118 920 9100

Game Room	February
Hoyle Casino	February
Hoyle Card	February
Master Cook Complete	February
3D Ultra Pinball	February
Phonics	February

TLC ..... *www.learningco.co.uk*
☎ 01293 651300

Scooby Doo Phantom of Knight	Feb
Scooby Doo Show Down	Feb
Reader Rabbit Plus ADAPT	Feb
Reader Rabbit Junior Plus ADAPT	Feb
Reader Rabbit Thinking	Feb
Reader Rabbit Year 1	Feb
Reader Rabbit Year 2	Feb
PokeRom 2: Articuno	March
PokeRom 2: Zapdos	March
PokeRom 2: Moltres	March
PokeRom 2: Hoothoot	March
PokeRom 2: Ledyba	March
PokeRom 2: Togepi	March
PokeRom 2: Marill	March
PokeRom 2: Slowking	March

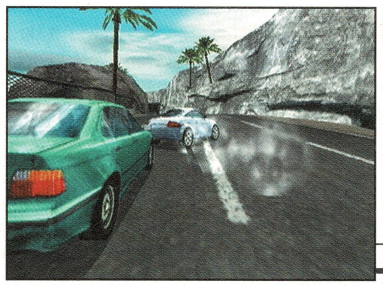
Tivola ..... *www.tivola.com*
☎ 01908 617746

Max & The Magician	March
Oscar Flies Into the Mountain	March
Jennifer is Missing	March

Ubi Soft ..... *www.ubisoft.com*
☎ 0208 944 9000

Elmo's Number Journey (PSX)	Feb
Elmo's Letter Journey (PSX)	Feb
Rayman Junior Range (PSX)	Feb

Verdict



Vanishing Point

Due: **February 9th**
Format: **Dreamcast**
Genre: **Racing**
Publisher: **Acclaim**
Tel: **00207 344 5000**

DC-UK
"Superbly hi-res, beautifully modelled and incredibly smooth. Gets off to a brilliant start, but soon becomes intolerable."
6/10

CVG
"Vanishing Point is an okay racer, but it just isn't Metropolis Street Racer. A year or so ago this would have been an impressive achievment."
3/5

GamesMaster
"The cars look good and most of the tracks feature lots of detail... An odd racing system reduces most of the drama and the handling's often slippery."
73%

A-Z

Army Men – Toys In Space	February 16th
Army Men: Vikki's Adventures	February 16th
Batman of the Future	February 19th
Buzz Lightyear of Star Command	February 9th
C&C: Red Alert Classic	February 23rd
Dark Colony	February 16th
Dragon Tales	February 9th
Dune 2000 Classic	February 23rd
ECW Anarchy Rulz	February 9th
Emperor's New Groove	February 16th
European Super League	February 16th
Evergrace	February 23rd
Evil Islands	February 23rd
FIFA 99 Classic	February 16th
Flipper	February 16th
Freedom	February 16th
Giant Killers 2	February 23rd
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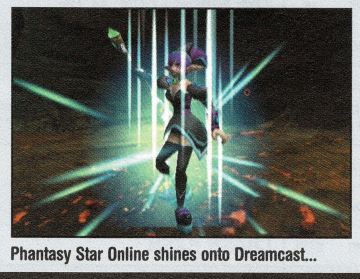
Heart of Winter	February 23rd
Heroes 2	February 16th
Heroes of M&M 3	February 23rd
Jimmy White 2 – White Label	February 23rd
Kasparov	February 16th
Knockout Kings 2000 Classic	February 23rd
Knockout Kings 2001	February 23rd
LMA Manager 2001	February 23rd
NBA Live 2001	February 23rd
Need for Speed IV Classic	February 23rd
Oni	February 23rd
Outlive	February 23rd
Phantasy Star Online	February 23rd
Rainbow Six Rogue Spear Plat.	February 23rd
Road Champs	February 23rd
Severance	February 23rd
Sim City 3000 Classic	February 23rd
Star Wars Ep. 1 Comp.	February 9th
Supercross 2001	February 16th
Theme Park Inc.	February 9th
TOCA	February 16th
Tokyo Extreme Racing 2	February 19th
Vanishing Point	February 9th
Vegas Games	February 16th
WDL: WarJetz	February 16th
World Championship Snooker	February 9th



Phantasy Star Online shines onto Dreamcast...

Competition

NovaLogic releases Delta Force Land Warrior today on PC, the latest installment in the company's popular wartime action series.

The title places the player in the role of an American Special Forces soldier with access to numerous missions that blend both action and strategy elements.

MCV has a copy of the game to hand out to five lucky MCV readers.

Just answer the question below and mail it to mcvproduct@hotmail.com along with your full postal address.

Who released the single Champagne Supanova?
A. Oasis
B. Girl Thing
C. Daphne and Celeste

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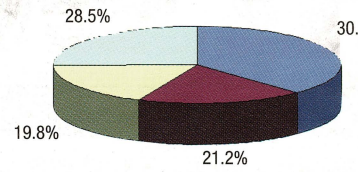
ALL FORMATS TOP 40

This Week	Last Week	Title	Label	Prima Guides*	Format
1	1	WWTBA MILLIONAIRE	EIDOS		PSX, PC, DC
2	2	WWF SMACKDOWN 2	THQ	P	PSX
3	3	FIFA 2001	EA SPORTS		PSX, PS2, PC
4	4	DRIVER 2	INFOGRAMES		PSX
5	5	CRASH TEAM RACING	SONY		PSX2
6	12	RAYMAN	UBI SOFT		PSX, GBC, PC
7	6	CHAMP. MGR. SEASON 00/01	EIDOS	P	PC
8	8	TONY HAWK'S PRO SKATER 2	ACTIVISION		PSX
9	28	COLIN MCRAE RALLY 2.0	CODEMASTERS	P	PC, PSX
10	7	SSX SNOWBOARD	EA		PS2
11	9	SPYRO THE DRAGON 2	SONY		PSX
12	19	DRIVER	INFOGRAMES		PSX, PC, GBC
13	13	TOY STORY 2	DISNEY/ACTIVISION		GBC, PSX PC
14	11	THE WORLD IS NOT ENOUGH	MGM/EA	P	PSX
15	21	C&C: RED ALERT 2	WESTWOOD/EA	P	PC
16	20	TOM CLANCY'S RAINBOW SIX	RED STORM/UBI SOFT	P	PSX, GBC, N64
17	39	RUGRATS SEARCH FOR REPTAR	THQ		PSX, GBC
18	10	THEME PARK WORLD	EA	P	PC, PSX, PS2, MAC
19	22	TIMESPLITTERS	EIDOS	P	PS2
20	15	THE SIMS	EA/MAXIS	P	PC
21	16	TOMB RAIDER: CHRONICLES	EIDOS	P	PSX
22	14	MOH: UNDERGROUND	DREAMWORKS/EA	P	PSX
23	17	TEKKEN TAG TOURNAMENT	NAMCO/SONY		PS2
24	18	THE SIMS: LIVIN' IT UP	EA/MAXIS	P	PC
25	27	GRAN TURISMO 2	SONY		PSX
26	26	102 DALMATIONS	DISNEY/ACTIVISION/EIDOS		GBC, PSX, PC, DC
27	30	MUSIC	CODEMASTERS		PSX
28	25	F1 CHAMPIONSHIP 2000	EA SPORTS		PSX, PS2, GBC, PC
29	32	DEAD OR ALIVE 2	SONY/ACCLAIM		PS2, DC
30	RE	CRASH BASH	SONY	P	PSX
31	36	POKEMON RED	NINTENDO	P	GB
32	31	POKEMON PINBALL	NINTENDO		GBC
33	RE	READY 2 RUMBLE 2	MIDWAY/SEGA	P	PS2, DC, PSX
34	34	SPYRO: YEAR OF THE DRAGON	SONY	P	PSX
35	33	ARMY MEN: LAND, SEA, AIR	3DO EUROPE		PSX
36	24	TOMB RAIDER 4	EIDOS	P	PSX, DC, PC, MAC
37	RE	QUAKE III: TEAM ARENA	ACTIVISION		PC
38	RE	TOMB RAIDER 3	EIDOS	P	PSX, PC
39	RE	POKEMON YELLOW	NINTENDO	P	GB
40	37	SUPER MARIO BROS	NINTENDO		GBC

Market Breakdown (Week ending January 27th)

MARKET SHARE (UNITS) — **% CHANGE**

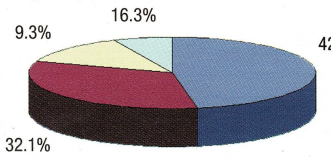
TOTAL MARKET



	% CHANGE
Full Price Console	+6
Full Price Home Computer	+1
Budget Console	+8
Budget Home Computer	+13
	+3

MARKET SHARE (VALUE) — **% CHANGE**

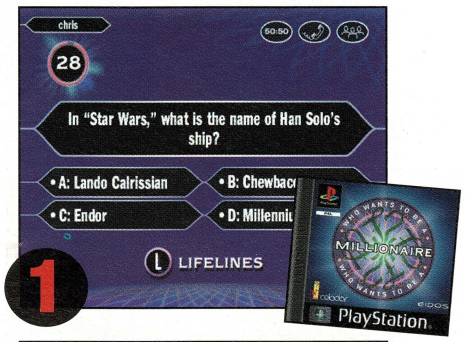
TOTAL MARKET

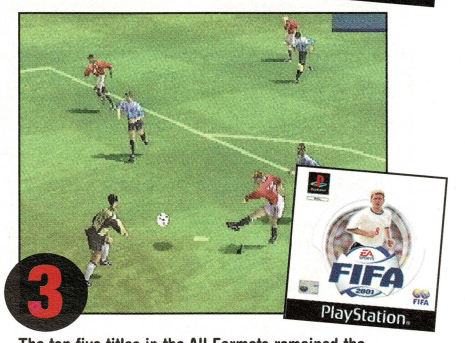


	% CHANGE
Full Price Console	+5
Full Price Home Computer	+1
Budget Console	+7
Budget Home Computer	+16
	+3

GAME TITLES A-Z

Title	Chart Position
102 Dalmations	26
Army Men: Land, Sea, Air	35
C&C: Red Alert 2	15
Champ. Mgr. Season 00/01	7
Colin McRae Rally 2.0	9
Crash Bash	30
Crash Team Racing	5
Dead Or Alive 2	29
Driver	12
Driver 2	4
F1 Championship 2000	28
FIFA 2001	3
Gran Turismo 2	25
MOH: Underground	22
Music	27
Pokemon Pinball	32
Pokemon Red	31
Pokemon Yellow	39
Quake III: Team Arena	37
Rayman	6
Ready 2 Rumble 2	33
Rugrats Search For Reptar	17
Spyro The Dragon 2	11
Spyro: Year Of The Dragon	34
SSX Snowboard	10
Super Mario Bros	40
Tekken Tag Tournament	23
The Sims	20
The Sims: Livin' It Up	24
The World Is Not Enough	14
Theme Park World	18
Timesplitters	19
Tom Clancy's Rainbow Six	16
Tomb Raider 3	38
Tomb Raider 4	36
Tomb Raider: Chronicles	21
Tony Hawk's Pro Skater 2	8
Toy Story 2	13
WWF Smackdown 2	2
WWTBA Millionaire	1





The top five titles in the All Formats remained the same once again last week, with no new entries elsewhere on the chart. Sales were up 12 per cent by volume and down nine per cent by value, compared to the same week last year, due to retail price promotions across the board. Some 737,000 units were sold last week, worth around £16m.

ChartTrack ELSPA

All information printed above is the strict copyright of ChartTrack and ELSPA. For more information, subscribe to the ChartTrack Weekly Report. Contact ELSPA at Station Road, Offenham, Near Evesham, Worcestershire WR11 5LW. Tel: 01386 830642.

ChartTrack collects sales data from more than 4,000 UK outlets. Supporting retailers include Argos, Asda, Blockbuster, Comet, Currys, Dixons, Electronics Boutique, Game Ltd., HMV, John Menzies, MVC, Our Price, PC World, Staples, Tempo, Virgin, WH Smith, Woolworths and a small selection of independents

PLAYSTATION: FULL-PRICE

1. WWF Smackdown 2	**THQ**
2. WWTBAM	Eidos
3. Driver 2	Infogrames
4. FIFA 2001	EA
5. Tony Hawk's 2	Activision

PLAYSTATION 2

1. SSX: Snowboard	**EA**
2. Timesplitters	Eidos
3. Tekken Tag Tournament	Sony
4. FIFA 2001	EA
5. Dead Or Alive 2	Sony

PC CD-ROM: FULL-PRICE

1. WWTBAM	**Eidos**
2. Champ. Mgr. 00/01	Eidos
3. C&C: Red Alert 2	EA
4. Colin McRae 2	Code Masters
5. The Sims	Maxis/EA

GAME BOY COLOUR

1. Pokemon Pinball	**Nintendo**
2. Super Mario Bros	Nintendo
3. 102 Dalmations	Disney
4. Pokemon Trading	Nintendo
5. Thunderbirds	SCi

PLAYSTATION: BUDGET

1. Crash Team Racing	**Sony**
2. Spyro The Dragon 2	Sony
3. Rayman	Ubi Soft
4. Driver	Infogrames
5. Toy Story 2	Activision

DREAMCAST

1. Toy Racer	**Sega**
2. Sonic Adventure	Sega
3. Shenmue	Sega
4. Tomb Raider 4	Eidos
5. Sega Rally 2	Sega

PC CD-ROM: BUDGET

1. Theme Park World	**EA**
2. Virus Scan V 5.0	McAfee
3. Civilization: Power	Activision
4. C&C: Tiberian Sun	EA
5. That's Life	Crucial/Profisoft

NINTENDO 64

1. Pokemon Snap	**Nintendo**
2. The World Is Not Enough	EA
3. Vigilante 8	Activision
4. Mario Tennis	Nintendo
5. Lego Racers	Lego Media

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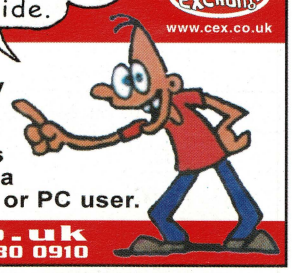

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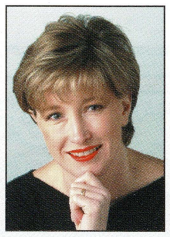


We know what they do from nine to five, but what do the movers and shakers of our industry get up to after hours? **MCV** finds out...

What book are you currently reading?
Shy Boy by Monty Roberts.

How do you like to relax?
Long hot bath with a bottle of champagne, followed by an intimate candle-lit dinner for two - and no kids!

Do you keep fit?
I try not to, but when you have a 16.3hh thoroughbred competition horse who needs daily exercise and looking after, not to mention dogs that need walking and two kids who demand that I swim and play hockey with them, I don't have much choice.

What's your star sign - and what does it say about your personality?
Sagittarius, the archer. And a fire sign. Hmmm. Perhaps you'd better ask my two ex-husbands...

What's your worst habit?
Applying lipstick wherever I am... in the middle of a meeting, driving, on horseback. One can't possibly be seen without one's lipstick on.

What three things could you really not live without?
My lipstick, my mirror and my kids.

What are your favourite clothes labels and/or stores?
It has to be Harvey Nicks, Nicole Farhi or Jasper Conran.

What's your favourite tipple?
A good pint of real ale.

Who is your heroine?
Patsy from Absolutely Fabulous.

Forward Planner

MILIA SPECIAL ISSUE
Friday February 9th **Issue 122**
MCV is lining up a special edition to mark Milia 2001 and the Think.Tank conference. This will include a 16-page pull-out preview covering the event, whilst MCV's Question Time will see Nintendo of Europe's managing director of sales and marketing David Gosen grilled by MCV readers. Meanwhile, the issue will also feature a special report on the companies currently outside our market that are most likely to target interactive entertainment next.

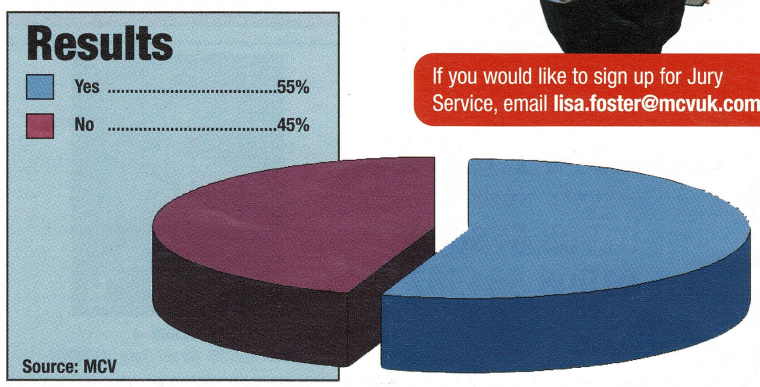
SPECIAL SUPPLEMENT
A full eight-page report on the Kaboom Studios group.

Each week **MCV** surveys the thoughts of its readers on current issues in the interactive entertainment market...

Jury Service

If you would like to sign up for Jury Service, email **lisa.foster@mcvuk.com**

Given the recent problems faced by Barrysworld, are online companies within our market currently facing a crisis?



William Flatau, *Software First*
"Some online companies have a weak business model and show little prospect of ever making profits. Online retailers like Software First have embraced the Internet aggressively and are seeeing fast growth with increasing margins."

David Burton, *Eidos*
"Some are, no doubt. But pioneers do end up face down with arrows in their backs. This is no less than a revolution and I think there have been remarkably few casualities."

David Reeves, *SCEE*
"Unless online companies in all markets have great concepts, good financial management and strong nerves, they are all going to be in perpetual crisis."

Mark Kotecha, *Simply Games*
"No way. Many of the flaky business models have been shaken out. Those with good customer bases, good revenue streams and a sound business proposition will thrive and prosper. The profile of gamers and web users is just about the same."

Charlie Kay, *Codemasters*
"Anyone thinking that online is going to replace the traditional models is either deceiving themselves (and their shareholders) or criminally insane."

James Sheahan, *Acclaim*
"Yes, there's a crisis in the financial market's confidence because many online companies, both in and out of our industry, secured funding for ideas that did not translate well in the long term."

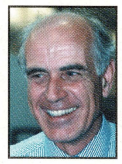
Graham Chambers, *Gameloft*
"Some online companies are experiencing difficulty because their business model may be based on banner advertising. Successfull companies will develop sustainable business to business revenue streams, along with a high traffic website."

Nick Percival, *Cool Beans*
"In the light of current events, I guess it would seem so. However, I still think it comes down to what you offer online and how."

Keith Sloan, *Foresight PR*
"I hope not. Online is my bread and butter!"

Aidan Minter, *JVC*
"The Oliver Twist syndrome of "please, sir, can I have some more (cash)" seems to be something felt by all of us in the industry."

Doug Johns, *1-Up Media*
"Investors and the big boys are always desperate to get their foot in the door of most new industries. But like any other business, if it's not financially viable or it's simply a stupid idea, the business probably won't work."



Roger Bennett, *ELSPA*
"It is not a crisis but the natural shake-out phenomenon of new speculative business models based on new technology which were/are underfunded, have not attracted sufficient investment or are just too speculative."

Georgina Worsley, *NovaLogic*
"I'm sure Barrysworld think so. It's a shame because they were a dynamic company with good ideas. Was their downfall in any way affected by the huge marketing spend we were witness to last year?"

Andy Jones, *NetGames*
"Online gaming is growing in popularity, but there are no advertising revenues to be had."

EDITORIAL: 01992 535646 ● ADVERTISING: 01992 535647 ● FAX: 01992 535648

Editor: **Lisa Foster**
Lisa.Foster@mcvuk.com
Deputy Editor: **Samantha Loveday**
Samantha.Loveday@mcvuk.com
Reporter: **Matt Camp**
Matt.Camp@mcvuk.com
Special Projects Editor: **Ronnie Dungan**
Ronnie.Dungan@mcvuk.com
Dotcom/Mobile Internet Editor: **Tim Green**
Timg@dircon.co.uk
Sales Director: **Alexandra Jarvis**
Alex.Jarvis@mcvuk.com
Senior Sales Executive: **Chris Buckley**
Chris.Buckley@mcvuk.com
Sales Executive: **Richard Cross**
Richard.Cross@mcvuk.com
Business Development: **Dave Roberts**
Dave.Roberts@mcvuk.com
Circulation & Marketing: **Hannah Short**
Hannah.Short@mcvuk.com
Circulation & Marketing Assistant: **Sam Brugnoli**
Sam.Brugnoli@mcvuk.com
Art Editor: **Stuart Moody**
Stuart.Moody@mcvuk.com
Production: **James Martin**
James.Martin@mcvuk.com

Managing Editor: **Stuart Dinsey**
01992 535688 Stuart.Dinsey@mcvuk.com

Managing Director: **Stuart Dinsey**
Finance Director: **Hilary Cole**
Finance Manager: **Rosey Salisbury**

MCV Media UK Limited St.Andrew House, 46-48 St.Andrew Street, Hertford, Hertfordshire, England SG14 1JA

☎ **Editorial:** 01992 535646
☎ **Advertising:** 01992 535647
Fax: 01992 535648

MCV Japan: Warren Harrod (warren@computecmedia.com)
Media Create Company, Tokyo
Kimi Hoshino (hoshino@m-create.com)

MCV USA: Simon Price (simon@mcvusa.com)
Mike Sabine (mike@mcvusa.com)
320 Sixth Avenue, No. 6 San Francisco CA 94118.

MCV Germany: Christoph Holowaty (christoph.holowaty@computec.de)
Roonstrasse 21, 90429 Nürnberg.

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Average Net Circulation: 10,336

January 1st to December 31st 2000 (50 issues)
Average Net Circulation: 9,902

Audit Issue: November 24th 2000
Total Net Circulation: 10,816

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ABC

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THE BUSINESS WEEKLY FOR INTERACTIVE ENTERTAINMENT

MCV The Market for Home Computing & Video Games

Sega changes Pace

Further evidence of hardware shift emerges as new deal is signed with the set-top box firm headed by former Sega Europe boss

Infogrames closes Hasbro acquisition

Pressure mounts for dotcoms

Lack of confidence in Internet outfits continues, with games companies now feeling the strain

INFOGRAMES

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Tuesday, January 30
Today
Sega reveals PACE deal
Sega has confirmed reports that it has licensed its Dreamcast console technology to UK-based set top box manufacturer PACE Micro Technology.
The new machine will be unveiled in the UK and US at a series of roadshows at the end of this month. As well as interactive TV, it will incorporate Dreamcast1s online connectivity feature and will include a hard drive and broadband connection.
Sega says the deal enables it to move beyond the retail console business and into a new network-based business model. Users will be able to download Sega titles through the box using the broadband functionality. It will also include a feature to insert customised characters into games and interact with other players in chatrooms.
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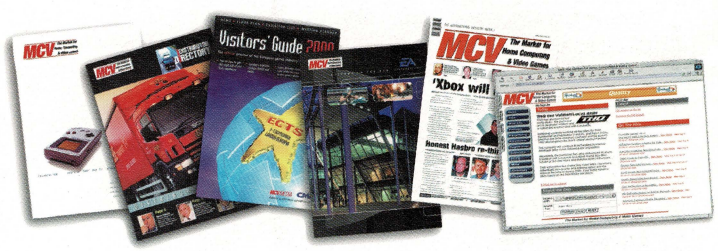

Game's up for Dreamcast
Tim Wapshott
tim.wapshott@thetimes.co.uk
Miyake San of
Ronnie Dungan, of MCV, the industry's trade paper, which was first to break the news of Sega's bombshell volte face, said: "Sega was ill
complete shock.
"It suffered from the start by
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ties as a selling point but there was a lot of confusion over its ISP and online service. Consumers like things very easy and understandable."
they make it to retail, it's the end of the line.
Ronnie Dungan, of MCV, the industry's trade paper, which was first to break the news of Sega's bombshell volte face, said: "Sega was ill for some time so the death of its hardware did not come as a complete shock.
It suffered from the start by having enough killer soft-
and that's what you need
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hardware.
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it's just not a viable
eyspinner."
t.wapshott@thetimes.co.uk

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THE TIMES
Monday January 29th 2001

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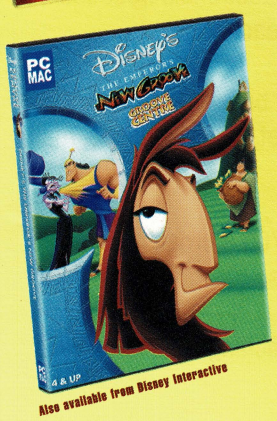

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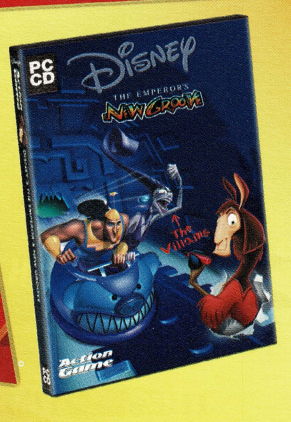

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